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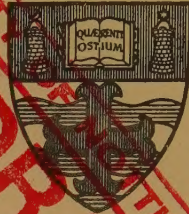
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THE HOUSE OF LONGMAN
1724-1924



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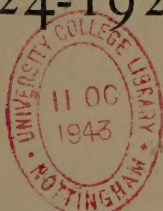
Emery Walker 1874

THE
HOUSE OF LONGMAN
WITH A RECORD OF THEIR
BICENTENARY CELEBRATIONS

BY
HAROLD COX
AND
JOHN E. CHANDLER



1724-1924



WITH ILLUSTRATIONS

LONGMANS · GREEN AND CO.
39 PATERNOSTER ROW · LONDON · E.C.4
NEW YORK · BOSTON · CHICAGO · TORONTO
BOMBAY · CALCUTTA AND MADRAS · 1925

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Made in Great Britain

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THE HOUSE OF LONGMAN

1724-1924

By HAROLD COX

Reprinted from *The Edinburgh Review*,
October, 1924

THE HOUSE OF LONGMAN

1724-1924

IN October, 1924, the firm of publishers now known as Longmans, Green and Co., completed two hundred years of continuous activity, mainly under the control of one family. During the same period no fewer than eight Sovereigns succeeded one another on the throne of England : George I, George II, George III, George IV, William IV, Victoria, Edward VII, and our present Sovereign, King George V. Such a business record as this is rare.

The story of the House of Longman down to the middle of the nineteenth century was told in detail in issues of *The Critic* appearing in March and April, 1860. It is an interesting story, not only because it describes the development of a great publishing house, now firmly established in three continents, but also because of the light it throws upon the changing conditions in social life. In earlier generations the number of persons capable of reading anything was very small indeed in comparison with the vast multitude of potential readers called into being by the Elementary Education Act of 1870 and subsequent legislation on similar lines. But though the number of potential readers

in earlier generations and earlier centuries was small, the demand for books, and especially for solid books, was considerable. During the eighteenth century and well on into the nineteenth it was from the wealthy classes that the demand for books mainly came. The owners of big houses took a pride in creating big libraries, with the result that there was always a substantial market for expensive books. Probably also in former generations there was a greater personal demand for books which would to-day be called 'heavy.' Life was more leisurely then than it is to-day. The train and the motor-car and the telephone were unknown. People had more time to sit and read, and were more willing to read something solid. But the production of big books is an expensive matter, requiring much capital. To-day the publication even of the biggest books is generally undertaken by single firms, though the capital required for such enterprises as the 'Dictionary of National Biography,' the 'Oxford English Dictionary,' Sir Edward Thorpe's 'Dictionary of Applied Chemistry,' and other similar works, is very considerable. In the earlier days with which this narrative deals, capital was scarce, business houses were small, and consequently whenever any big book was to be published the work was undertaken by two or more firms entering into partnership for that particular publication. This practice continued even into the nineteenth century, as for example in the case of the *Edinburgh Review*, which was first published in 1802 under the joint agency of Constable of Edinburgh and Longman and Rees of London.

In 1802 the House of Longman was already nearly eighty years old. It had its origin in the enterprise of a young man named Thomas Longman, one of the junior members of a family that

had for several generations been established in Bristol as soap-makers. Born in 1699, Thomas Longman was, at the age of 17, apprenticed by his guardians to a bookseller named John Osborn, who carried on business in Lombard Street—a street where to-day there appears to be little room for any books except bankers' pass books and ledgers. John Osborn had himself been apprenticed a good many years earlier to Thomas Guy, the founder of Guy's Hospital. Following the frequent custom of the time, the young apprentice from Bristol lived in the home of his master. There was an only daughter and, as often then happened, in due course a marriage was arranged. Although a younger son, Thomas Longman had inherited a good deal of property from his Bristol kinsfolk, including several 'messuages' in the West of England. He was consequently in a position to buy a business for himself when his indentures ran out in 1724. It so happened that a Mr. William Taylor, owner of a publisher's and bookseller's business in Paternoster Row, died early in that year, and it also happened that one of his executors was John Osborn, the master and prospective father-in-law of Thomas Longman. A sale was arranged, and for the then very substantial sum of £2,282 9s. 6d. Thomas Longman acquired in 1724 the business in Paternoster Row that had belonged to William Taylor. The House of Longman are still carrying on in 1924 a business of the same character on the same site, and except for the brief period of two years they have occupied that site continuously. In the autumn of 1861 their premises in Paternoster Row were burnt down, and during the rebuilding the business was temporarily carried on at No. 14, Ludgate Hill. It was not till the summer of 1863 that

the house in Paternoster Row was again ready for occupation.

In the year 1724, and for many years following, the streets and lanes of London were happily not so closely packed with houses that it was necessary to have each house numbered ; but for the guidance of customers it was the practice to hang out signs over shops as well as over inns. The sign that was hung over William Taylor's shop in Paternoster Row was a Ship in Full Sail, and though that sign no longer hangs there, the same device is still used as a trade-mark by the House of Longman.

The house next door, of which the sign was 'The Black Swan,' was also occupied by William Taylor, who had purchased the remainder of the lease in 1719 from Awnsham Churchill, a large publisher and member of Parliament for Dorchester. The sign of The Black Swan was not, however, used in conjunction with the Ship on title-pages of Longmans' books till later.

That the business which Thomas Longman acquired in 1724 was already of some standing may be inferred from the fact that five years previously William Taylor had published the first authentic edition of 'Robinson Crusoe.' The title-page of this edition, according to the writer of the articles in *The Critic* above referred to, reads as follows :

The life and strange surprizing adventures of Robinson Crusoe of York, Mariner, who lived eight and twenty years all alone in an uninhabited island on the coast of America, near the mouth of the great river Oroonoke ; having been cast on shore by shipwreck wherein all the men perished. With an account of how he was at last strangely delivered by pirates. Written by Himself. London. Printed for W. Taylor at the Ship in Paternoster Row.

In the same year that Thomas Longman acquired this business he was married to Mary Osborn, and

in the following year his father-in-law became his partner in Paternoster Row, and the firm took the name of 'J. Osborn and T. Longman.' As was noted before, it was the custom at that period for publishing firms to take shares in the publication of big books. The shares were sold at Stationers' Hall in halves, quarters, sixteenths, and so on. Among the books in which the House of Longman speculated in these its earliest days were Ainsworth's 'Latin Dictionary' and Chambers' 'Cyclopædia of Arts and Sciences.' The first edition of the latter book was published by subscription in 1728 in two volumes folio at four guineas. The need for further editions was quickly realised, and Chambers devoted the rest of his life to working upon the development of his cyclopædia in 'quiet chambers in Gray's Inn Lane'—now Gray's Inn Road, and not at all quiet! He was greatly helped by the personal friendship of Thomas Longman. New editions of the cyclopædia were printed in rapid succession in spite of the expensiveness of the book.

In 1733, Osborn's son died and left to his 'brother Thomas Longman' his moiety of a share as 'King's Printer and Bookseller in the Latin, Greek and Hebrew tongues.' The other share was held by S. Buckley, and the business was carried on at Amen Corner, close by Paternoster Row. Buckley and Longman combined together to acquire by purchase from the patentees the Royal grant and privilege of printing Lily's Latin Grammar, and in 1736 issued a new edition of Lily's Rules, bearing the imprint 'S. Buckley and T. Longman, Printers to the King's most Excellent Majesty in Latin, Greek and Hebrew.'

This Latin grammar itself possesses a most remarkable history. The original author was William

Lily, High Master of St. Paul's School in the reign of Henry VIII. Lily was greatly assisted by John Colet, then Dean of St. Paul's, and to him is attributed the authorship of the *accidence*. Lily wrote the syntax, including the rhymes '*Propria quae Maribus*' and '*As in Praesenti*,' known and hated by so many generations of schoolboys. Dean Colet sent Lily's syntax to no less a person than Erasmus for his criticisms, and Erasmus appears to have contributed very materially to the book. Other classical scholars and schoolmasters also collaborated. The new grammar soon attained a great vogue. In 1528 Cardinal Wolsey, in a letter addressed to the masters of the grammar school which he had founded at Ipswich, recommended the use of Lily's Rules. The book seems also from the outset to have had the authority of Henry VIII behind it. The story of King Henry's intervention in the matter is set out in the preface to a later edition (1811):

The many and different compositions of that age, written by persons famed for their learning, could not but occasion a diversity in the method of teaching; since each of them had his followers, as is usual in such cases. Wherefore to prevent this inconvenience, and to introduce a right grammatical institution, which is of so great consequence to the public, as being the foundation of all other literature, King Henry VIII caused one kind of grammar by sundry learned men to be diligently drawn, and so to be set out, only everywhere to be taught, for the use of learners, and for the hurt in changing of schoole-maisters.

This record is interesting as an illustration of the passion for teaching grammar that still to some extent survives among schoolmasters—a pedagogic superstition that has probably done more than any other single cause to prevent English schoolboys from acquiring a love for Latin or Greek

literature, and from acquiring real familiarity with written and spoken French. Even to look at the contents of a book like Lily's Grammar, or indeed, many more modern grammars, is enough to inspire the normal boy with hatred of the language that the grammar is falsely supposed to teach.

Longman's early acquisition of this particular Latin grammar, that remained a textbook for three centuries, is quaintly set forth in an 'Advertisement' to a book entitled 'A Short Introduction of Grammar,' published by S. Buckley and T. Longman in 1738. The 'Advertisement' printed on the back of the title-page says :

S. Buckley and T. Longman having purchased of the Family of the Nortons, the old Patentees, the Royal Grant and Privilege of Printing Lily's Grammar, which, from the Time it was compiled, has by our several Kings and Queens successively been ordered generally to be used in Schools ; have thought it their Duty and Interest to print an Edition of it, that has been revised and improved by a skilful Hand as much as the Nature of the Work would well admit : Hoping it will have the Approbation and Encouragement of those Gentlemen, who have the Care and Instruction of Youth.

At the same Time they have not the least Intention to suppress this Common Lily's Grammar, in the Form it now stands, and to substitute or impose the improved Edition in the Room of it ; but will still keep this, as well as the other in Sale, leaving it to every Gentleman of the Profession to make use of either of them, as he shall think fit.

Thus apparently the sixteenth century ideal of one standard Latin grammar established for everybody by Royal authority, had been abandoned by the eighteenth century. This 'Advertisement' also contains a point of personal interest, for it seems probable that the name Norton, which was subsequently introduced into the Longman family,

was originally suggested by this transaction with the Nortons.

In 1734, by the death of his father-in-law, Thomas Longman became the sole proprietor of the business in Paternoster Row, and seems to have managed well without any partner for several years. In 1745, however, he apparently had a partner named T. Shewell; for an edition of the 'Arabian Nights' published in that year bears their joint imprint, and contains a list of books printed for T. Longman and T. Shewell. The same imprint occurs on the 'Pharmacopeia' of the Royal College of Physicians in 1746, but the name of Shewell does not appear later. In the same year, 1746, Thomas Longman the First introduced into the business, as an apprentice, a nephew bearing his own name. Seven years later the apprentice became a partner.

The initials of uncle and nephew are to be found together in books subsequently published. For example, in 1753 the fourteenth edition of 'An Essay Concerning Human Understanding, in four books, written by John Locke, gent.,' was issued by various publishers, amongst them being T. and T. Longman.

From the point of view of the history of English letters the year 1746 is specially notable, for in that year Samuel Johnson signed an agreement with a group of publishers, of whom Thomas Longman was one, binding him to produce a dictionary of the English language. The agreement provided that he was to receive £1,575. The dictionary took nine years to complete. Shortly before the end of that period the publishers who were financing the dictionary met Dr. Johnson at a tavern for a settlement of accounts. Johnson had apparently already overdrawn the agreed sum, but the publishers decided that he should be forgiven his debt,

and that his share of the entertainment should be defrayed by the publishers present. The dictionary was published in 1755, first as a complete work in two folio volumes for £4 10s., and a few months later in parts, to attract less wealthy customers. The newspaper announcement of the issue of the cheaper edition in parts appeared on June 18, 1755, and reads as follows :

This day is published, No. I., price Six Pence, and also No. I., price One Shilling ; and next Saturday will be published, No. II., price Six Pence, and also No. II., price One Shilling, to be continued weekly, A Dictionary of the English Language, by Samuel Johnson, A.M. Subscriptions are taken in and proposals delivered gratis by the proprietors, J. and P. Knapton, T. and T. Longman, C. Hitch and L. Hawes, A. Millar, and R. and J. Dodsley, and also by S. Bladen, at the Paper Mill in Paternoster-row. Of whom may be had the work complete in 2 vols. Folio, price £4 10s. bound.

On the very day that the above-quoted announcement appeared the founder of the firm of Longman died. A few days earlier, as it happened, one of the other members of the group of publishers mentioned in this notice had also died. The double event is referred to in a letter, written on June 24, 1755, by Samuel Johnson to a friend in Oxford, to whom he had been intending to pay a visit.

Dear Sir,—To talk of coming to you, and not yet come, has an air of trifling which I would not willingly have among you, and which, I believe, you will not willingly impute to me, when I have told you that since my promise, two of our partners are dead, and that I was solicited to suspend my excursion till we could recover from our confusion.

Shortly before his death Thomas Longman the First made a will leaving nearly half the partnership stock to his nephew and the remainder to his wife,

who thus became a partner in the firm. For a few years after this the imprint of the firm on books appears as M. and T. Longman, the 'M' representing Mary, the widow of Thomas Longman, and daughter of John Osborn. This is the only case of a lady holding a partnership in the firm. Mary Longman died on January 16, 1762.

Thomas Longman the Second carried on the business in the same enterprising spirit as his uncle, the founder. In particular he developed the sale of English books across the Atlantic in what were then still known as the English Plantations. Among his customers in New England was a bookseller named Henry Knox, and a considerable correspondence between Knox and Longman is preserved in the records of the Massachusetts Historical Society, Boston. The earlier part of the correspondence covers the years 1772-1774 ; then came a break, due to the quarrel with the Mother Country and the subsequent War of Independence. Some time after the war the correspondence was renewed, mainly for the purpose of clearing up outstanding obligations.

In the earlier period the letters show how business and friendship were blended together. For example, in January, 1772, Thomas Longman writes to thank Henry Knox for his kind present of 'three pair of Ducks,' and adds that unfortunately part of the consignment had died on the voyage. He sends a present of a watch. In July of the same year there is a purely business letter from Longman, saying that he has received complaints from other customers in New England that Knox was underselling his neighbours. After quoting the figures given to him by the local complainants, Longman adds : 'A trade carried on upon such terms must be destructive to us both, but I hope that you will

satisfy me in your next that this is not the case.' Apparently Knox had a complete answer to the charges made against him by his neighbours, for in February, 1773, Longman writes : ' I am perfectly satisfied with your vindication of yourself from all suspicion of underselling ; it turns out just as I apprehended it would, and could proceed only from envy at your prospect of success.' Towards the end of this earlier correspondence there is a letter dated May 14, 1774, which is significant of the coming trouble. It ends with the expression of a hope ' that the measures taken by Parliament will not materially affect my good friends at Boston.'

When the war was over and peaceful relations had been established between the new Republic and the old Mother Country, the difficulty of settling outstanding accounts had to be faced. Mr. Henry Knox, who had become General Knox, evidently owed a good deal of money in England. The correspondence with the firm of Longmans with regard to the settlement of accounts begins in 1787 and went on altogether for eighteen years. Among the letters still preserved by the Massachusetts Historical Society is one from General Knox, dated Philadelphia, December 15, 1793, enclosing the first of eleven bills of exchange for 1,000 guilders each. In the course of the letter, General Knox says :

It is but justice to myself to say that while I experience the strongest sensations of gratitude for your forbearance and liberality, it is with *extreme* inconvenience that I pay so heavy an arrear for property destroyed by events which I could no more control than I could the great operations of nature, nor am I more responsible for them—I mean the late war.

He adds, ' In paying you I feel inclination and duty blended together.' The eleven bills for 1,000

guilders each were duly received in Paternoster Row, but when they came to be converted into sterling they produced considerably less than the sum they were supposed to represent, and further correspondence ensued. It was not till 1805 that the account seems to have been finally settled.

Among the many other activities of Thomas Longman the Second mention ought to be made of the fact that he evidently took some part in promoting the establishment of *The Times* newspaper. This fact is recorded in the diary of Charles Wentworth Dilke, great-grandfather of the late Sir Charles Dilke, for many years M.P. for Chelsea. Under the date January 4, 1788, the diary contains this entry :

‘ Mr. Longman wrote to me desiring my support to a periodical paper called the “*Times*.” ’

(See *Notes and Queries*, March 26, 1904.)

Thomas Longman the Second died in February, 1797, and was succeeded by his son, Thomas Norton Longman—the first but not the last of that name.

By this time the business of bookselling in England had grown much more extensive than it was at the beginning of the eighteenth century. There seems, indeed, to have been a specially rapid development in the demand for books in the last quarter of that century. The well-known bookseller, James Lackington, whose memoirs are quoted by *The Critic*, says under date 1791 :

I cannot help observing that the sale of books in general has increased prodigiously within the last twenty years. According to the best estimation I have been able to make, I suppose that more than four times the number of books are sold now than were sold twenty years since. The poorer sort of farmers, and even the poor country people in general, who before that period spent their winter evenings in relating stories of witches, ghosts, hobgoblins, etc., now shorten the nights by having their sons and daughters read

tales, romances, etc., and on entering their houses you may see *Tom Jones*, *Roderick Random*, and other entertaining books, stuck up on their bacon-racks, etc., and if *John* goes to town with a load of hay, he is charged to be sure not to forget to bring home 'Peregrine Pickle's Adventures'; and when *Dolly* is sent to market to sell her eggs, she is commissioned to purchase the history of Pamela Andrews. In short all ranks and degrees now read.

Lackington further writes: 'The Sunday Schools are spreading very fast in most parts of England, which will accelerate the diffusion of knowledge among the lower classes of the community, and in a very few years increase the sale of books.'

Possibly with a view to meeting this increased demand for books, Thomas Norton Longman, who remained head of the firm for over forty years, proceeded, soon after his father's death, to enlarge the House of Longman by taking in partners. Owen Rees became a partner in 1799; other additions followed at intervals of a few years, and by 1823 the firm had acquired the somewhat lengthy title of Longman, Hurst, Rees, Orme, Brown and Green.

This expansion of the firm was doubtless intended to enable the house in Paternoster Row to undertake on its own account the publication of books which had previously required the joint efforts of several firms. One of the first ventures of Thomas Norton Longman, aided by his new partner, Owen Rees, was the purchase in 1799 of the copy-right of Lindley Murray's 'English Grammar.' In the same year the firm bought up the business of Joseph Cottle, a bookseller and publisher in Bristol. From the literary point of view this transaction has a special interest, for Cottle had in 1798 published 'Lyrical Ballads,' the joint work of Coleridge and Wordsworth. But from the financial point of

view 'Lyrical Ballads' was regarded as an unimportant asset. Cottle had only paid thirty guineas to the two authors jointly; only 500 copies had been printed, and the sale was slow. In estimating the value of Cottle's business assets, the copyright of this little book of ballads was written down by the purchasers at nil. Cottle thereupon asked that the copyright might be restored to him. This was at once agreed to, and Cottle promptly made a present of it to Wordsworth, who seems to have thought that his venture was as successful as could have been hoped.

The incident appears to have brought both these famous authors into touch with Longmans. In the year 1800, Coleridge, who had been touring Germany with his friend Wordsworth, approached Longmans with a proposal to bring out a translation of Schiller's 'Wallenstein.' The proposal was accepted, and though the demand for the book was at first small, it gradually increased, and after sixteen years the remaining copies were being sold at double the published price. The relations of the firm with Wordsworth were, from a financial point of view, less satisfactory. The joint volume of 'Lyrical Ballads' having proved a failure, Wordsworth, in the year 1800, separated his poems from those of Coleridge and entrusted to Longmans the publication of a book of 'Lyrical Ballads' of his own. He received £100, but there seems to have been a very poor sale. Nor were the results much better with 'The Excursion.' This was brought out by Longmans in 1814 in a quarto edition, priced at two guineas. Only 500 copies were printed, but six years elapsed before they were all sold.

One circumstance which seems to have contributed greatly to the early unpopularity of Wordsworth's 'Excursion' was a scathing criticism in

the *Edinburgh Review*, written by Jeffrey, the editor, and beginning with the words : ' This will never do.' The article appeared in November, 1814, within a few weeks after Longmans had re-acquired a property in that *Review*, with which they had temporarily parted.

The *Edinburgh Review* was founded in the year 1802. An earlier *Edinburgh Review* had been started as far back as 1755, but it lasted less than a year. In the spring of 1802, Sydney Smith, Henry Brougham, and several other keen young writers, meeting together in the rooms of Francis Jeffrey, in Buccleuch Place, planned a new *Review* to bear the same name. Thomas Norton Longman happened to be visiting Edinburgh a little later in the year, and he and Constable, the Edinburgh publisher, agreed to be jointly responsible for the proposed new publication. The first number appeared in October of that year. The *Review* has continued to appear regularly every quarter since that date.

Naturally in the hundred and twenty-two years that have since elapsed some changes have taken place. For example, the length and the number of the articles have varied greatly at different periods. The first number contained as many as twenty-nine articles, some of them of necessity only a page or two in length. Many of the articles in this first number came from the same pen : nine were by Sydney Smith, to whom the first conception of the *Review* is attributed ; six by Francis Jeffrey, the editor ; three by Brougham, and so on. In later years the number of articles was reduced and the number of separate contributors increased. Occasionally a writer of commanding personality was permitted to take for one article a large share of the whole contents of the *Review*. This happened on more than one occasion with the

contributions of Lord Macaulay. His article on Lord Bacon in its original form measured 120 pages. The then editor, Macvey Napier, in despair applied to his predecessor Jeffrey for advice. In reply Jeffrey wrote :

What mortal could ever dream of cutting out the least particle of this precious work to make it fit better with your *Review*? It would be worse than paring down the Pitt diamond to fit the old setting of a dowager's ring. It is altogether magnificent—*et prope divinum*. Since Bacon himself, I do not know that there has been anything so fine. I have read it not only with delight, but with emotion—with throbbings of the heart and tears in the eye.

Napier, however, was able, with the exercise of judicious caution, to abbreviate the article slightly, and it finally came out at 104 pages in July, 1837 ; the total number of pages in that issue was 282. Three years later, in October, 1840, Macaulay wrote an article on Warren Hastings, which occupied 96 pages, and left room for only five other articles.

Macaulay was notoriously a great talker as well as a great writer. So also was Sydney Smith, and in the centenary number of the *Edinburgh Review*, October, 1902, an amusing story is told of these rival conversationalists :

Macaulay and Sydney Smith were, as all the world knows, the most brilliant talkers of their day. Good as it always was, Macaulay's flow of conversation was sometimes felt to be even too abundant. His utterance was very rapid, and he spoke with a panting anxiety. Sydney Smith, himself an enormous talker, used to complain that Macaulay never let him get in a word. Once Smith said to him, ' Now, Macaulay, when I am gone, you'll be sorry that you never heard me speak.' On another occasion Smith said that he had found Macaulay in bed from illness, and that he was therefore more agreeable than he had ever seen him. ' There were some glorious flashes of silence.'

With regard to the financial side of authorship it is interesting to record that the founders of the *Review* at first made a point of writing their numerous articles without pay, but after the very brief experience of six months it was found that this plan would not work permanently, and in May, 1803, the publishers agreed to pay both editor and contributors. With occasional exceptions the rate of pay was made uniform for all contributors, and it is worth noting that in October, 1870, Mr. Gladstone, then Prime Minister, wrote an article for which he received the ordinary rate of pay. The article was, of course, anonymous. Indeed, until the present editorship began, the rule that no articles should be signed was maintained, though in practice the authorship of any particular article often became a public secret.

The social and financial success of the *Review* from the very outset was phenomenal. It seemed to meet a real need of the time, and in a very brief period became a considerable force in contemporary political life. Though its principles were essentially Whig, it found through its literary merits a ready sale in Tory households. Walter Scott, writing to a friend in November, 1808, says : ' No genteel family can pretend to be without the *Edinburgh Review*, because, independent of its politics, it gives the only valuable literary criticisms which can be met with.' In 1814, over 12,000 copies a quarter were being sold ; the maximum sale of 13,500 was reached in 1818. Meanwhile the *Quarterly Review* had come into existence in 1809 as a rival literary review with a definite appeal to Toryism ; and doubtless a good many Tories welcomed a chance of escape from the strong Whig flavour of the *Edinburgh*. Later came the era of monthly magazines, which of necessity somewhat diminished the market for quarterlies.

As above mentioned, the connection between the House of Longman and the *Edinburgh Review* began with the birth of the *Review*. But some dispute seems to have arisen between Constable and Longmans about the London rights. The dispute ended by Longmans selling their property in the *Review* for £1,000 to Constable in 1807. The London rights were transferred by Constable to the firm of Murray. This arrangement, however, did not work satisfactorily, and in 1814 Longmans bought back from Constable for £4,500 the share in the *Review* which they had sold seven years previously for £1,000. In 1826 the firm of Constable failed, and Longmans then took over at a valuation the whole of Constable's share in the *Review*. Since that date the *Edinburgh Review* has been the exclusive property of the firm of Longman.

To return to the other interests of the House of Longman in the earlier years of the nineteenth century.

Not only did the firm in those years publish the works of Coleridge and Wordsworth, but Southey also came to Paternoster Row. He too was connected with Bristol, and, through a personal friend, arranged for Longmans to publish 'Thalaba the Destroyer.' Other books followed, and a definite connection was established between publisher and poet. But neither the writing nor the publication of Southey's poetry seems to have been a very profitable business. In 1806, Southey wrote to a friend : 'My profits on "Madoc" for a year amount precisely to three pounds, seventeen shillings and a penny.' He also comments on the fashion for larger books, apparently without regard to their contents. 'Books are now so dear,' he writes, 'that they are becoming articles of fashionable

furniture more than anything else. . . . I have seen a Wiltshire clothier who gives his bookseller no other instructions than the dimensions of his shelves ; and have just heard of a Liverpool merchant who is fitting up a library, and has told his bibliopole to send him Shakespeare and Milton and Pope, and if any of these fellows should publish anything new to let him have it immediately. If "Madoc" obtain any celebrity, its size and cost will recommend it to these gentry, *libros consumere nati*—born to buy quartos and help the revenue.' The ways of the new rich do not seem to vary greatly from century to century.

At the same period, Longmans were busy with the publication of Scott's poems. Thomas Norton Longman visited Scotland in 1802 to negotiate with Sir Walter Scott for the third volume of the 'Minstrelsy of the Scottish Border,' the first two volumes having been published by another London firm. A couple of years later Longman's partner, Rees, went north to settle terms for the 'Lay of the Last Minstrel.' Scott agreed to accept half profits, and the poem proving a success, he afterwards sold the copyright. In an introduction to a later edition, Scott describes the transaction. Writing from Abbotsford in April, 1820, he says :

The book was published by Longman and Company and Archibald Constable and Company. The principal of the latter firm was then commencing that course of bold and liberal industry which was of so much advantage to his country, and might have been so to himself, but for causes which it is needless to enter into here. The work, brought out on the usual terms of division of profits between author and publishers, was not long after purchased by them for £500, to which Messrs. Longman and Company afterwards add £100, in their unsolicited kindness, in consequence of the uncommon success of the work. It was handsomely

given to supply the loss of a fine horse, which broke down suddenly while the author was riding with one of the worthy publishers.¹

A few years later the firm entered into relations with Thomas Moore. In an interesting letter, dated 1811, from Bury Street, St. James's, Moore writes to Thomas Norton Longman :

I am at last come to a determination to bind myself to your service, if you hold the same favourable disposition towards me as at our last conversation upon business. Tomorrow I should be very glad to be allowed half an hour's conversation with you, and as, I daresay, I shall be up all night at Carlton House, I do not think I could reach your house before four o'clock. I told you before that I never could work without a retainer. It will not, however, be of that exorbitant nature which your liberality placed at my disposal at the first time I had the honour of applying to you ; and I still beg, as before, that our negotiations may be as much as possible between ourselves. Whatever may be the result of them, I shall always acknowledge myself indebted for the attentions I have always experienced from you.

On a later occasion, when Moore had succeeded in making a reputation by his political writings, he went to visit Longman, accompanied by Perry, the editor of the *Morning Chronicle*, to do the bargaining for him. It seems to have been very successfully done from Moore's point of view, for Perry demanded a promise of £3,000 for a book of poems that Moore undertook to write, and Moore went away to Derbyshire to write 'Lalla Rookh.' In December, 1814, Longmans put their verbal promise formally on paper : 'Upon your giving into our hands a poem of yours of the length of "Rokeby" you shall receive from us the sum of £3,000.' Moore was delighted, and wrote

¹ Mr. Owen Rees.

to his mother : ' What do you think of that, my darling Mother ? '

Owing to the bad trade that followed Waterloo and to personal circumstances, ' Lalla Rookh ' was not published till 1817. It proved an immediate success, so it is to be hoped that the bargain struck with Moore was equally satisfactory to the firm. The business relations between Moore and Longmans continued to the end of his life—and even beyond it, for in 1853, the year after Moore's death, Longmans undertook the publication of Moore's Diaries and Correspondence, edited by Lord John Russell, with whom Moore had enjoyed a personal friendship. The memoir includes an account of Moore's travels in Italy with a party which included Lord John Russell, Chantrey the sculptor, and Jackson the painter. In Moore's diaries, under date April, 1840, there is an interesting entry with regard to his relations with the firm : ' Indeed, I will venture to say that there are few tributes from authors to publishers on record more honourable (or, I will venture to say, more deserved) than those that will be found among my papers relative to my transactions for many years between myself and my friends of the Row.' It is interesting to add that the firm continued to publish new editions of Moore's poems throughout the nineteenth century.

Thus several of the most outstanding names in English literature in the first quarter of the nineteenth century—Wordsworth, Coleridge, Scott and Moore—were all associated with the House of Longman. The firm also published some of the works of Byron, but an unfortunate incident brought the connection between Byron and Longman to an end. In one of its earlier numbers the *Edinburgh Review* had a slashing criticism of Byron's ' Hours of Idleness.' In response to this attack,

Byron wrote 'English Bards and Scotch Reviewers' in 1809, and offered it to Longmans for publication. Longmans declined the offer on the ground that Mr. Southey and other literary friends of the firm were severely attacked. Byron retaliated by refusing to offer his 'Childe Harold' to Longmans. It was published by the firm of Murray.

Until nearly the end of his life—he died in 1842—Thomas Norton Longman took a leading part in the work of the firm. As mentioned above, in his earlier years he strengthened the firm by the introduction of several new partners. Later in life he brought two of his own sons into the business. His eldest son, Thomas Longman, became a partner in 1832, and his third son, William Longman, in 1839. These two brothers became the principal controllers of the firm when their father died. Both had been carefully trained to the work which lay before them. The elder brother, Thomas, besides his strictly business work, devoted much of his time to a very beautiful edition of the New Testament, illustrated from the works of the Italian masters. The firm is said to have spent £10,000 on this work, of which an edition was also published in French. The younger brother, William, was himself an author, and possibly would have made a wider reputation in that capacity if he had not also had to discharge the duties of a publisher. He specially devoted himself to history, and his first published work was a series of lectures on the history of England. Subsequently he devoted himself to the detailed study of the reign of Edward III, and published a 'History of the Life and Times of Edward III' in two volumes in 1863. Another work written by him was a history of 'The Three Cathedrals dedicated to St. Paul.' On the publishing side, William Longman took a

prominent part in the foundation of the *Publishers' Circular* in 1837. Between them the two brothers carried on with high efficiency the work of the firm.

Reference has been made previously to the articles written by Lord Macaulay for the *Edinburgh Review*. In addition, Macaulay had direct relations with the House of Longman. In 1842, he offered to the firm the copyright of his 'Lays of Ancient Rome.' Apparently he had so little expectation of the book proving a success that he made no stipulation for any payment. Needless to say the 'Lays of Ancient Rome' did prove a success, and as soon as the first edition was exhausted Longmans returned the copyright to the author, and in subsequent years it brought a considerable income to Macaulay and to his heirs. Throughout the 'forties, Macaulay was at work upon his 'History of England.' As successive volumes were published this permanent edition to English historical knowledge and to English literature achieved an ever-widening popularity. The financial success was unprecedented, and in March, 1856, Longmans paid to Macaulay a cheque for £20,000 on account of the profits of the third and fourth volumes of his history. The firm continued to publish Macaulay's books in numerous editions.

Another famous writer for whom Longmans acted as publishers in the 'fifties was Richard Burton. In 1855, Lieutenant Burton, as he then was, entrusted to the firm his 'Personal Narrative of a Pilgrimage to El Medinah and Mecca.' In the extremely useful series of 'Notes on Books' which Longmans have long issued, giving an epitome of the publications of the house, quarter by quarter, from the autumn of 1855 onwards, the reference to Burton's Pilgrimage describes how

he embarked at Southampton disguised as a Persian prince, and how in that disguise he remained for a considerable period in Egypt in further preparation for his pilgrimage to Mecca. In the following year Longmans published a somewhat less well-known book by Burton, entitled 'First Footsteps in East Africa.' In 1880, the firm issued in two illustrated volumes a third book of Burton's travels, 'The Lake Regions of Central Africa.'

Among other travel books that Longmans published in the 'fifties was the account of the discovery of the North-West Passage, made by H.M.S. *Investigator* in 1850 when seeking to rescue Sir John Franklin, who had sailed from England in 1845. The firm also published in 1855 Huc's 'Chinese Empire,' which gives an account of the author's journey two years previously through the heart of China.

A special feature of the activity of Longmans in the middle of the nineteenth century was the production of books of reference. Several of these useful books, which first came into being about this period, have since run through many editions and still command a wide sale. Among them may be mentioned Roget's 'Thesaurus of English Words and Phrases, classified and arranged so as to facilitate the expression of ideas and assist in Literary Composition'; the third edition of this useful guide-book to literary expression was selling well in 1855. Later editions have succeeded one another at frequent intervals and thousands of copies are sold every year. Keith Johnston's 'Dictionary of Geography,' intended to form a complete 'General Gazetteer of the World,' is another useful book with a vigorous life; also Ure's 'Dictionary of Arts, Manufactures and Mines.'

Another book of the same period, whose life

has far outlasted that of its author, is Salmon's 'Conic Sections'—a name that brings back to the present writer agreeable memories of undergraduate days.

Among the most widely circulated mathematical text-books in the period from 1841 to the 'seventies were those written by Dr. J. W. Colenso, for a time a master at Harrow School, and subsequently Bishop of Natal. It is in this latter capacity that he is now best remembered. He published a number of theological books which were then considered unorthodox, and the story still survives that Colenso was diverted from orthodoxy by the arguments of a Kaffir. No doubt his mathematical text-books were his most profitable productions, as after they had been running for a good many years he sold the copyright to Messrs. Longmans for close on £10,000.

Among other standard works published by the firm during the headship of Thomas and William Longman may be mentioned Herbert Spencer's 'Principles of Psychology,' Herschel's 'Outlines of Astronomy,' Merivale's 'History of the Romans,' Strickland's 'Lives of the Queens of England,' and Webb's 'Celestial Objects.' The last mentioned book was first published in 1859 in a small volume. It has since run through many editions and has grown into two volumes, for which there is still a large public demand. An even more striking case of continued success is Gray's 'Anatomy.' The first edition was published in 1858. The author of this important text-book died of smallpox at the early age of 34. Successive editions of his work, brought up to date, have been issued at brief intervals; the twenty-second edition was published in 1923.

The two Longman brothers seem also to have

devoted special attention to political economy. They published Macleod's 'Theory and Practice of Banking' in 1855, and his 'Elements of Political Economy' in 1857; also Tooke's 'History of Prices,' and McCulloch's 'Dictionary of Commerce.'

Among books which indicate the changes which have taken place in the mental outlook of the public since the mid-Victorian period may be mentioned 'The Afternoon of Unmarried Life,' by an anonymous woman writer. Referring to this work, it is stated in Longmans' 'Notes on Books' that it has been the object of the writer to show that 'if the comforts and joys of a spinster's life are too habitual and unobtrusive to attract especial congratulations, they are far too great to be enjoyed with a thankless and repining heart.'

Other publications show that Longmans took a leading part in the development of what has come to be known as the woman's movement. For example, they published in 1856 a book by Mrs. Jameson, who urged that a more enlarged sphere of social work ought to be allowed to women. Some years later, Longmans published a more famous book on the same theme, namely, Mill's 'Subjection of Women.' At that date, 1869, Mill stood almost alone in urging the establishment of complete equality between the sexes. Perhaps before the end of the present century there may be a counter demand on the part of men for the restoration of equality!

Longmans' 'Notes on Books' amusingly illustrate another change in mental outlook that distinguishes the twentieth from the nineteenth century, namely, the attitude of refined men and women towards frankness of expression in classical writings. To-day these are accepted as part of literature as well as part of life; during a large part of the

nineteenth century they were suppressed or carefully draped. Thomas Bowdler, whose name created a new verb in the English language, entrusted to Longmans early in the century his 'bowdlerised' version of the plays of Shakespeare, and new editions were published from time to time. In 'Notes on Books' for November, 1859, a new edition of 'The Family Shakespeare' is announced, and the character of the book is explained by the reproduction of a long extract from an article by Lord Jeffrey, which appeared in the *Edinburgh Review* in October, 1821. Jeffrey, then reviewing Mr. Bowdler's first edition of Shakespeare, apologises for not having previously noticed 'this very meritorious publication.' He goes on to say :

We are not ourselves, we confess, particularly squeamish about incorrect expressions and allusions ; and in the learned languages especially, which seldom come into the hands of the more delicate sex, and can rarely be perused by anyone for the gratification of a depraved taste, we have not been very anxious about the dissemination of castrated editions ; but in an author of such unbounded and deserved popularity as our great Dramatist, whose volumes are constantly in the hands of almost all who can read of both sexes, it is undoubtedly of great consequence to take care that youth runs no risk of corruption in the pursuit of innocent amusement or valuable instruction ; or rather that no offence is offered to delicacy in the midst of the purest gratification of taste.

Now it is quite undeniable that there are many passages in Shakespeare which a father could not read aloud to his children—a brother to his sister—or a gentleman to a lady ; and everyone almost must have felt or witnessed the extreme awkwardness, and even distress, that arises from suddenly stumbling upon such expressions, when it is almost too late to avoid them, and when the readiest wit cannot suggest any paraphrase which shall not betray, by its harshness, the embarrassment from which it has arisen. Those who

recollect such scenes must all rejoice, we should think, that Mr. Bowdler has provided a security against their recurrence ; and as what cannot be pronounced in decent company cannot well afford much pleasure in the closet, we think it is better every way that what cannot be spoken, and ought not to have been written, should now cease to be printed.

Autres temps, autres mœurs ! (though Bowdler's Shakespeare has in recent years received a high commendation from no less a person than the present Archbishop of Canterbury).

A book by an American writer, published by the firm in 1858, is of special interest to-day in view of events in India. The book was entitled 'From New York to Delhi,' and was primarily intended as a record of travel. The author, Mr. Minturn, according to 'Notes on Books,' went to India 'expecting to find a system of torture, cruelty and oppression, based on the patient misery of millions of innocent human beings. He left Bombay with a sincere admiration for the governors. . . . He states that no European has ever connived at torture ; that the Government has in every respect changed the condition of the poor for the better, excepting, perhaps, in the one point of the administration of civil justice ; . . . that the annexation of territory has been forced on the Company by the Home Government, and has generally had the justification of a moral necessity.'

Among larger books may be mentioned a complete edition of Bacon's works, issued with the aid of various editors during the 'fifties and 'sixties; also the Calendar of State Papers, both English and Scottish—a substantial volume that appears at frequent intervals.

In 1862 the House of Longman acquired the

business of J. W. Parker, and in so doing became the publishers for Buckle, Froude, and John Stuart Mill. The seventh and eighth volumes of Froude's 'History of England,' covering the period from the fall of Wolsey to the death of Queen Elizabeth, were published by Longmans in 1863; other volumes followed at intervals of a few years. Buckle's famous 'History of Civilisation' was published in a fifth edition by Longmans in 1867 and numerous editions of Mill's 'Political Economy' have been published by the firm.

In the 'sixties we also find Longmans publishing Max Müller's famous contributions to the study of language, including his 'Lectures on the Science of Language,' his 'Chips from a German Workshop' and his Sanskrit Grammar. They also then published de Tocqueville's 'Democracy in America,' Erskine May's 'Constitutional History of England,' Newman's 'Apologia pro Vita Sua' and his other writings; also Tyndall's Lectures and Owen's 'Anatomy.'

Another book of far-reaching reputation published by Longmans in the 'sixties was Lecky's 'History of European Morals.' In this period also, as the present writer has a filial pleasure in noting, Longmans published several books by Homersham Cox, among them 'Antient Parliamentary Elections' and 'A History of Whig and Tory Administrations'; some years later the firm published the 'First Century of Christianity' by the same writer.

In the year 1870 there is an interesting record of the publication of 'Staff College Essays,' by Lieutenant Evelyn Baring of the Royal Artillery. This was apparently the first book written by the man who afterwards held the title of Lord Cromer, and whose services to the Empire as a great

administrator will not soon be forgotten. In the same year was first published a book which subsequently ran through many editions—'The Origin of Civilisation,' by Sir John Lubbock, who later in life became the first Lord Avebury.

A more sensational event of the year 1870 was the publication of Disraeli's 'Lothair.' Following the practice of the time this famous novel was first issued in a three-volume edition at the price of a guinea and a half, the idea of the publishers being to test the success of the book in the circulating libraries before issuing a cheaper edition for private purchasers. 'Lothair' was a brilliant success at once. Over 8,000 copies of the three-volume edition were speedily sold, and in the autumn of the same year a single-volume edition was issued at six shillings. The success of 'Lothair' encouraged the firm to make a very high offer ten years later for Disraeli's 'Endymion.' The negotiations on the latter occasion were conducted through Lord Rowton, who said that Lord Beaconsfield, as he had then become, was prepared to part with the copyright altogether, and suggested £10,000 as a suitable price. In 1880 this was a very large price to pay for a novel, for at that time there was no American copyright for English authors. Messrs. Longman decided, however, to pay the suggested sum. The new novel sold well, but not quite well enough at the beginning to cover this heavy price, and it is gratifying to record that Lord Beaconsfield, on hearing that the transaction had not been financially satisfactory to the publishers, offered to rescind the bargain. It is equally gratifying to note that Messrs. Longman adhered to the sound English tradition that a bargain is a bargain, and while thanking Lord Beaconsfield for his generous offer held to their contract.

Ultimately the whole of the purchase money was covered and a moderate profit realised.

During the 'seventies many notable books rapidly followed one another. It is only possible to call attention to a few of them. In 1873 the firm published John Stuart Mill's Autobiography. In the following year they began the publication of the famous Greville Memoirs, edited by Henry Reeve, at that time editor of the *Edinburgh Review*, and also one of the literary advisers of the firm. In 1875 Longmans published Merivale's 'History of Rome'; in 1876 Dowell's 'History of Taxes in England'; and in 1878 Lecky's 'History of England in the Eighteenth Century.'

A book of this period that had an immediate success was 'A Voyage in the *Sunbeam*,' written by Lady Brassey, who had accompanied her husband on that wonderful voyage. The book came out in 1877, and only a thousand copies at a guinea each were printed in the first instance. Mudie's promptly subscribed for all of these, so that publication had to be delayed till more copies could be struck off. Numerous fresh editions followed at lower prices to meet the public demand, till finally a popular edition was issued at 6d. About a quarter of a million copies of this edition have been sold. The book has been translated into almost every European language. Some of these translations have even served as an incidental aid to the learning of English. A Finnish gentleman told a friend of the present writer that he was so thrilled with the Swedish translation of 'A Voyage in the *Sunbeam*' that he bought an English edition and by reading the two together taught himself to read English easily. This experience may be commended to the notice of those English pedagogues, above referred to, who still preserve the

sixteenth century superstition that the only way of teaching languages is by teaching grammar.

The *Sunbeam* herself has had an interesting history. Lord Brassey very generously presented the vessel to the Indian Government to be used as a kind of convalescent hospital. After some years she was returned to England, and the trustees of Lord Brassey's estate about four years ago sold the yacht to Sir Walter Runciman, subject to an understanding that he would preserve her character and traditions. That the *Sunbeam* deserves preservation for her beauty, as well as her story, visitors to the Royal Naval Review of 1924 were able to see. During the Review the *Sunbeam* lay in the Solent, her tall masts and her slim white hull forming a striking contrast both to the harsh outlines of Dreadnoughts and Destroyers, and to the prosaic solidity of the great passenger steamships that were gathered to watch the Review.

At the beginning of the 'seventies the House of Longman was fortunate in acquiring the services of Andrew Lang. The connection began at Oxford, where Lang contracted a friendship with F. W. Longman, the eldest son of William Longman. Unfortunately F. W. Longman, as the result of an accident while riding, became a lifelong invalid, and was not able to take an active part in the work of the firm; but his friendship with Lang brought the latter into intimate relationship with the House of Longman. In 1871 Longmans published Andrew Lang's 'Ballads and Lyrics of Old France.' It was favourably reviewed, but a volume of verses by a young and unknown writer rarely sells well at first, and it was not till Lang had made his reputation by other work that his first volume of poetry acquired the market value which it still retains. The firm, however, from the outset fully appreciated

Lang's capacity. He became one of their principal literary advisers and held that position till his death in 1912. He also became editor of Longman's 'Fairy Book Series,' a volume of which was published every Christmas for twenty-five years. Many of the readers of the series used to credit Lang with the authorship of all the fairy stories and romantic tales ; as a matter of fact he was only their editor. The tales were largely translated by Mrs. Lang and other ladies from foreign sources. Lang wrote the charming prefaces. Meanwhile he was busy with much other literary work. He wrote on mythology and anthropology, on the classics and on English literature, and also on his own favourite hobby of angling. Many thousands of readers still enjoy the charm of his writing.

Towards the end of the 'seventies important changes occurred in the leadership of the firm. William Longman, the younger of the two brothers who had between them directed the business of the firm for nearly forty years, died in 1877 ; the elder brother, Thomas Longman, died two years later. Control then passed to a new generation. The representatives of this new generation—the fifth of the series—were Thomas Norton Longman and George H. Longman, sons of Thomas Longman, and Charles J. Longman and Sir Hubert H. Longman, sons of William Longman. Happily all four are still living, although Thomas Norton Longman retired a few years ago from active work.

These four brothers and cousins constituted the effective controlling power of the firm, roughly from 1880 to 1920. During that period the firm continued much on the lines already established. At the same time, steps were taken to expand the markets for the firm's publications. In 1875,

Mr. C. J. Mills had been sent from Paternoster Row to act as agent for the firm in New York. In 1889 it was decided to convert the agency into a branch house. Mr. Mills was appointed manager of the new house, which subsequently acquired a large measure of autonomy. It is now ruled by two partners, Mr. C. J. Mills and his son Mr. E. S. Mills. One of the literary advisers of the American house is Professor Brander Matthews, of Columbia University, who has held that position for over thirty years. Subsidiary to the New York house at 55 Fifth Avenue, there are active agencies in Chicago and Boston. The most recent enterprise of the firm has been the opening, in 1922, of a house in Toronto.

The original purpose of the establishment of a branch business in the United States was the promotion of the sales of books published in England. The need for some agency for this purpose was even greater in the last century than now. For down to a comparatively recent period the American copyright law was extremely unfavourable to English authors. To obtain any commercial advantage for the English author it was necessary to sell an edition in sheets to an American publisher, or to send to the States a set of early sheets or of stereo plates from which an American edition could be printed. The American agent thus obtained a start over local competitors. But in the case of a popular book, rival editions at a very low price would speedily appear, and on them the English author would receive no royalty. The American law has happily now been amended, and it is possible for British subjects to obtain an American copyright. There are still, however, obvious advantages to an English house in having an American agency of its own. Moreover, not only

do Longmans, Green and Co., of New York, assist the sale of books published by Longmans, Green and Co., of London, but, in addition, the New York house has built up a large business in the publication of the works of American authors. Among the Americans who were first to utilise the services of Longmans, Green and Co. in New York were three men whose names have since acquired a world-wide fame—Theodore Roosevelt, Woodrow Wilson, and Senator Lodge. The works by American authors published by the New York house, like those by English authors in London, cover a very wide field, though probably educational works and religious books, both Protestant and Catholic, are the most numerous.

The establishment of a New York house in the 'eighties was quickly followed by the opening of branch houses in India. The Bombay branch was opened in 1895, the Calcutta branch in 1906, and a branch in Madras has been opened more recently. The story of these Indian branches is not dissimilar from that of the American house. Their original purpose was to promote the sale in India of books published in England, but it was speedily found that the Indian branches could also do useful work by the publication in India of books written to supply Indian needs—especially books for use in schools and colleges. Books in the various vernaculars are required as well as English books, and Longmans, Green and Co., through their Indian branches, are engaged in publishing books in Urdu, Hindi, Bengali, Sindhi, Nepali, Tamil, Telugu, Marathi, Gujarati, Malayalam, Kanarese, and also in the Burmese and Siamese languages.

A somewhat similar development has taken place in the South African business of the firm. No branch house has, indeed, been established in South

Africa, but the firm have specialised at their London headquarters in the production of books for use in South African schools and colleges. Many of these are in the local vernaculars, including Cape Dutch, known in its modern form as Afrikaans ; also Kaffir, Zulu, and Sesuto. The development of this South African business was very largely the result of the activities of Mr. J. W. Allen, now one of the partners of the firm. Mr. Allen originally joined the firm in 1884 as head of the educational department. In that capacity he has visited most parts of the world on behalf of the House of Longman, devoting special attention to South Africa. To Mr. Allen also must be given a large part of the credit for the very extensive business the firm has acquired in the publication of scientific and technological books. Reference has already been made to some of these books. Among others may be here mentioned Watts' 'Dictionary of Chemistry,' Sir E. Thorpe's 'Dictionary of Applied Chemistry,' and Mr. Mellor's work, now in course of publication, on 'Inorganic and Physical Chemistry.'

One important development of the business of the firm in the 'eighties was the starting of various periodical publications. Prominent among these was *Longman's Magazine*, first issued in 1882. Among the noted contributors to this magazine was Andrew Lang, some of whose other services to the firm have already been mentioned. From January, 1886, onwards, Lang wrote for each issue of the magazine a literary causerie under the title 'At the Sign of the Ship.' He inaugurated the appearance of this causerie by a characteristic 'Ballade Introductory,' in which he outlined the topics he intended to touch upon in his 'Gossip on Men and Books.'

Tales of the Church, and of the State,
Of how men prayed—and how they polled,
We tell ; and talk of Flies and Bait,
And ancient Missals golden scrolled ;
And here, perchance, shall songs be trolled
Of holidays, when work is slack ;
We shall do everything—but scold,
In this our Stall of Bric-a-brac.

The articles thus brightly outlined were written with equal brightness, and were, perhaps, the most important feature of this serial publication.

The magazine, which was edited by Mr. Charles J. Longman during the whole twenty-three years of its life, was the means of bringing the firm into touch with many prominent novelists, notably with Sir Rider Haggard, Robert Louis Stevenson, Stanley Weyman, and with other writers of the romantic school which flourished so greatly in the 'eighties and 'nineties of the last century. 'Allan Quatermain,' by Sir Rider Haggard, first appeared in *Longman's Magazine*, and the firm subsequently published in volume form many of Rider Haggard's most famous novels. 'A Gentleman of France,' by Stanley Weyman, also first appeared in *Longman's Magazine*, and R. L. Stevenson contributed several articles and stories to the same periodical, including 'Prince Otto.' Stevenson also offered to the editor of the magazine 'The Strange Case of Dr. Jekyll and Mr. Hyde,' to be published as a serial. The editor and his adviser, Andrew Lang, were both greatly impressed with the value of the story, but it seemed to them that it would be a pity to break it up. Longmans therefore suggested to Stevenson that it should be published at once in book form. Stevenson agreed ; but the booksellers hesitated, for all their counters were at the moment full of Christmas publications.

The book was therefore held back till the New Year. At first it went slowly ; but presently a popular preacher referred to its allegorical force, and it at once started on a prosperous career ; it still continues to sell in large numbers.

Another serial publication of Longmans, which was started in the 'eighties, is the *English Historical Review*. This has appeared regularly every quarter since 1886, and continues to maintain its position. It was planned by a group of leading historians, of whom the late Lord Bryce was the most prominent. Longmans had already established a connection with the study of history by their publication of such famous historical works as those of Macaulay, Froude, and Lecky. They therefore readily acquiesced in the proposal to found an *English Historical Review*. Bishop Creighton served as the first editor. Subsequent editors were Samuel Rawson Gardiner, Reginald Lane Poole, and to-day Mr. G. N. Clark. The firm's interest in historical books was further shown in 1905, when the publication of the 'Political History of England' in twelve volumes was started. It is interesting to note that Longmans act as publishers for Mr. George Macaulay Trevelyan, whose father, Sir George Otto Trevelyan, and whose great-uncle, Lord Macaulay, were both so closely connected with the firm.

One interesting material development of the firm which took place in the 'eighties was the establishment of binding works. Up to that time Longmans had not done any work of the type that could be classified as manufacturing, except during the period when they held the royal patent as King's Printers in Latin, Greek and Hebrew. Apart from this special work, all the printing of the house had been done by contract, and the binding also. In

1887, for the purpose of establishing a bindery of their own, the firm acquired a site in Great Saffron Hill belonging to the Ecclesiastical Commissioners, and there erected the Ship Binding Works. At these works Longmans not only bind their own books, but also do business as binders for the book trade generally.

So far we have been dealing mainly with the work done by the House of Longman itself, and with the steady expansion of that work. In 1890 occurred a further development which may be described as one of the most important in the whole history of the firm. In that year Longmans, Green and Co. acquired the business of Rivingtons, a firm even older than the House of Longman.

The founder of the House of Rivington was a Derbyshire man, Charles Rivington, born in Chesterfield towards the end of the seventeenth century. This lad came up to London to be apprenticed to a then well-known theological bookseller, Richard Chiswell, and on the death of his master in 1711 the apprentice acquired the business. Thus the House of Rivington came into being just thirteen years before the House of Longman. The sign of Chiswell's shop in Paternoster Row, which Charles Rivington acquired, was the Bible and the Crown, and that sign appeared on Rivingtons' publications till 1890, a period of 179 years. From the outset Rivingtons devoted special attention to theological works. One of the earliest books published by Charles Rivington was 'The Imitation of Christ,' by Thomas à Kempis, edited by John Wesley, then a fellow of Lincoln College, Oxford, and as it happened, a personal friend of the publisher. Another friend of Charles Rivington was Samuel Richardson, whose famous novel 'Pamela' seems to have been suggested by Rivington, and

certainly was first published by him. When Charles Rivington died, in 1742, Richardson acted as one of his executors. The business was carried on for many years following by John Rivington, son of the founder.

As an illustration of the way in which English names linger in business firms as well as in legislative assemblies, it is interesting to mention that, in 1743, John Rivington married Elizabeth Gosling, sister of Sir Francis Gosling, alderman of the City of London, and one of the founders of Gosling's Bank, which a few years ago became a constituent element of Barclays Bank.

About 1760, John Rivington was appointed publisher to the Society for Promoting Christian Knowledge—an office which remained in the Rivington family for more than seventy years. It was not until 1819 that Rivingtons acquired premises in the West End. In that year a new street was being constructed to open into Pall Mall, and Rivingtons became the first tenants of No. 3 Waterloo Place. In 1853, Rivingtons transferred their City business also to this address. In 1890, Francis Hansard Rivington, who had been in charge of the business for thirty-nine years, sold the whole property, with its history and its prospects, to Longmans, Green and Co.

The acquisition of this business greatly strengthened Longmans' position as Church of England publishers. The names of such well-known writers as Dr. Pusey and Canon Liddon were now included in Longmans' catalogues. Among other interesting acquisitions in this connection were the early writings of Newman before he joined the Roman Catholic Church; his later writings had already been published by Longmans. A considerable list of educational publications was also

acquired when the business of Waterloo Place was transferred to Paternoster Row, and the position of the firm was much enhanced both in educational and theological publications.

Among the publications which passed to Longmans with the transfer of Rivingtons' business was the 'Annual Register.' This most useful record of the outstanding events of each year was first published in 1761. Edmund Burke was the first editor, and his connection with the Register continued for thirty years. In the eighteenth century it was only found possible to bring out this annual history two years or more after the events recorded—the first volume, published in 1761, dealt with the events of 1758. In more recent years greater promptitude has been secured and the Register is now usually published in the month of May following the year chronicled. The original publisher was a man named Dodsley. He fell ill, and Rivingtons during his illness issued the 'Annual Register' for him. On Dodsley's death his property in the Register passed to other persons, and Rivingtons in 1791 started a rival Register of their own. This was issued for many years in competition with Dodsley's Register, but in 1823 it was finally decided to merge the two publications. Thus the 'Annual Register,' as it is known to-day, can claim a continuous life of 166 years. Complete sets giving a record of the events of each year from 1758 onwards are still to be found in some private houses.

A considerable part of the 'Annual Register' is regularly devoted to a summary of the principal events in Parliament, and in this connection it is interesting to note that the House of Longman was at one time closely connected with the publication of Hansard's 'Parliamentary Debates.' This

useful record of speeches delivered in the two Houses of Parliament and of decisions taken by those two bodies has now ceased to exist as a private venture. Instead an official report is now published, at very heavy cost to the taxpayer, in which speeches of no public interest are reported at quite unnecessary length. Hansard's 'Parliamentary Debates,' which so long and so effectively served all the real needs of Parliament and the public, had its origin in 'The Parliamentary History of England from the earliest period to the year 1803.' The first volume of this history, covering the period from 1066 to 1625, was published in 1806. It was printed by T. C. Hansard, of Peterhouse Court, Fleet Street, for the firm of Longman, Hurst, Rees, Orme and Brown, and for twelve other firms, including T. C. Hansard himself. The last volume of the 'Parliamentary History' is dated 1820, and the names of Longman, Hurst, Rees, Orme and Brown still appear in the list of joint publishers. Meanwhile Cobbett's 'Parliamentary Debates' had appeared, first starting in 1803. In 1808 this contemporaneous report was taken over by Hansard as printers, and a few years later the firm of Longmans headed the list of publishers. The name of Cobbett was presently dropped, and in 1829 the publication became explicitly known as Hansard's 'Parliamentary Debates.'

To revert to more modern times : early in the 'nineties of the last century Longmans began to publish the very attractive romances of Rider Haggard. 'She' appeared early in 1887, 'Allan Quatermain' later in the same year, and so onwards. In the same period the firm issued numbers of delightful books by Andrew Lang, including the Blue Fairy Book and Fairy Books of every other hue, whose charm has brought enjoyment to mature

as well as to youthful minds. To balance these charming outpourings of poetic imagination, Longmans simultaneously published many grave books on theology and notably the works of Canon Liddon. They also began in the 'nineties to publish the works of Sidney and Beatrice Webb. 'The History of Trade Unionism' by these wedded authors appeared in 1894, followed in 1897 by 'Industrial Democracy.' In 1908 appeared their 'English Local Government,' and in 1921 their 'Socialist Commonwealth.' Somewhat similar to these books of Sidney and Beatrice Webb are the writings of J. L. and Barbara Hammond, describing the conditions of life of the town labourer, the village labourer, and the skilled labourer.

In striking contrast to the general tendency of the Webbian and of the Hammond books is a great contribution to English literature that Longmans first published in 1896, namely Lecky's 'Democracy and Liberty.' Another notable work dealing largely with social problems is to be found in Dean Inge's 'Outspoken Essays,' first published by Longmans in 1919, and frequently reprinted. Very wisely a great house of publishers looks with a kind of external complaisance on all the contentious issues involved in the books that it presents to the public, and one can find in books published by Longmans expositions of almost every point of view—political or religious.

Among larger publications was a complete edition of the works of William Morris in twenty-four volumes, edited by his daughter. Mention must also be made of the 'Foundations of Belief,' by Mr. Balfour (as he then was), which first appeared in 1895; also two works by the Hon. George Nathaniel Curzon, later the Marquess Curzon of Kedleston, 'Persia and the Persian Question,'

published in 1892, and 'Problems of the Far East, Japan, Korea, China,' issued in 1894. A few years later Mr. Winston Churchill came within the orbit of the firm, and in successive years Longmans published most of Mr. Churchill's very attractive records of his personal experiences in connection with events of great national importance—for example, his 'River War' and his 'London to Ladysmith.'

In a different sphere altogether Longmans have rendered a public service by the issue of their Badminton Library. This constitutes an admirable record of all the principal forms of sport which appeal to healthy human minds and add to the health of human bodies. The series started as far back as 1885. It includes volumes on Riding and Polo, on Skating and Tobogganing, on Swimming and Yachting, also on Big Game Shooting, on Sea Fishing, on Mountaineering, and even the ancient sport of Archery is brought into the picture by a very attractive book, largely written by one of the members of the firm. This remarkable series of books was edited by the Duke of Beaufort, assisted by Mr. Alfred E. T. Watson. When the Badminton Library was practically completed the *Badminton Magazine* was started and was published by Longmans for the first four years of its existence.

Another human pleasure which Longmans have helped to illumine is the love of gardening, of which Bacon spoke so feelingly and so truly three hundred years ago. In 1900 the firm published 'Home and Garden,' by Miss Jekyll, a woman who has done as much as, and perhaps more than, any man to penetrate the minds of English people with the poetry of gardening. A more prosaic, but perhaps economically a more important, aspect of the soil is dealt with in Rider Haggard's 'Rural England,'

first published in 1902—a work which revealed Sir Rider Haggard as a keen student of hard facts as well as an attractive exponent of romantic fancies. Another important book on agriculture, first published by Longmans in 1912, was 'English Farming, Past and Present,' by Rowland Prothero, now Lord Ernle.

In connection with outdoor life, mention must be made of the remarkably attractive books for which Mr. J. G. Millais is responsible—in particular his two books on British ducks, both profusely illustrated; also his books on rhododendrons and their various hybrids. Similar in character are Mr. Thorburn's books on 'British Birds' and 'British Mammals,' with his own beautiful illustrations.

History has always been a favourite subject with the House of Longman, and continues to be. Their close connection with Macaulay, Froude, and Lecky has already been mentioned. In 1891 we find them publishing the completion of Gardiner's 'History of the Great Civil War,' and in 1899 George Otto Trevelyan's 'American Revolution.' Another important contribution to history was published by Longmans in 1904, namely, Julian Corbett's 'England in the Mediterranean'—a book dealing with the period from 1603–1713. Corbett subsequently, as is well known, made important contributions to the history of more recent naval events, and Longmans published the first three volumes of his 'History of the Great War,' describing the naval operations that preceded the battle of Jutland and that battle. Unhappily the author died just before the third volume was published.

While the work of the firm was thus expanding during the present century its personnel expanded also. A sixth generation now plays an important

part in managing the business of the House of Longman. Mr. R. G. Longman, son of Mr. George H. Longman, and Mr. W. Longman, son of Mr. Charles J. Longman, both became partners in 1906.

The hereditary character of the firm is thus being fully maintained. That fact has a far-reaching significance. In all ages there have probably been many people who have condemned the whole principle of heredity as implying the subjection of present actions to past influences. This point of view is much in evidence at the present time, and numbers of enthusiasts for the creation of a new world assume that it is possible to cut ourselves entirely loose from the fetters inherited from the old world. It is impossible. Social life is a growth, not a sudden creation, and the policy of each generation should be, not to try to break with the past—which can never be done—but to utilise the experience of the past for the benefit of the present and of the future. Towards this end the definite link of heredity is a valuable aid ; for the detailed experiences of the father can be passed on to the son. From this broad point of view the example of the firm of Longmans is a matter of more than family interest. That example shows how, through six generations, a single family has successfully administered an important and constantly expanding business ; how it has preserved the traditions on which the original success of the firm was based ; and how it has developed those traditions to meet new needs or to seize new opportunities. The many hundreds of thousands of people throughout the world who are the possessors of books published by the House of Longman may all agree in wishing to the firm a long continuance of that hereditary vigour which has been the mainstay of its success.

THE BICENTENARY LUNCHEON

Stationers' Hall, November 5, 1924

ALUNCHEON to celebrate the bicentenary of the House of Longman took place at the Stationers' Hall on Wednesday, November 5, 1924.

The guests were : Mr. P. Abbott, Mr. H. E. Alden, Rev. Dr. C. A. Alington, Mr. W. H. Allender, Mr. E. Arnold, Sir W. J. Ashley, Mr. E. L. Attwood, O.B.E., Mr. E. C. Austen-Leigh, Rev. F. Bacchus, Mrs. Henrietta Barnett, D.B.E., Mr. P. A. Barnett, Mr. J. W. Bartram, Mr. R. E. Bartram, Mr. R. Beevor, Lady Bell, Mr. Edward Bell, Mr. W. Bellows, Mr. F. Bennett, Mr. R. Bentley, Master of the Stationers' Company, Mr. T. H. Bertenshaw, Sir W. H. Beveridge, Mr. R. Bickersteth, Mr. Adam Black, Mr. P. H. Blackwell, Mr. J. H. Blackwood, His Eminence Cardinal Bourne, Archbishop of Westminster, Major G. B. Bowes, Mr. H. Brearley, Mr. A. Brettell, Mr. F. Brown, Mr. F. F. Burghard, C.B., F.R.C.S., Miss S. A. Burstall, the Very Rev. Canon E. H. Burton, Sir Geoffrey Butler, Mr. F. S. Carey, Colonel David Carnegie, C.B.E., F.R.S.E., Mr. J. E. Chandler, Sir Sydney J. Chapman, Mr. G. G. Chisholm, F.R.S.E., Mr. B. Christian, Mr. G. N. Clark, Editor of *The English Historical Review*, Mr. C. F. Clay, Mr. W. A. Clowes, Mr. S. C. Cockerell, Mr. W. L. Courtney, Mrs. Creighton, Mr. Sidney Dark, Mr. C. C. Darton, Mr. F. A. Denny, Prof. Cecil H. Desch, F.R.S., Prof. F. G.



Donnan, C.B.E., F.R.S., Sir A. Conan Doyle, Dr. M. Epstein, Editor of *The Annual Register*, Sir Arthur Evans, F.R.S., Mr. C. S. Evans, Mr. Brodie Fraser, Mr. W. S. Furneaux, Mr. G. P. Gooch, D.Litt., Sir Edmund Gosse, Mr. P. Anderson Graham, Mr. R. G. Harvey Greenham, Mr. D. Greenhill, Sir Richard Gregory, Sir H. Rider Haggard and Lady Haggard, Mr. J. L. Hammond, Mr. R. W. Hanson, Mr. R. G. Hawtrey, Mr. E. W. Hibburd, Mr. C. Lewis Hind, Mr. Bernard Holland, C.B., the Ven. E. E. Holmes, Archdeacon of London, Mr. C. H. St. John Hornby, Prof. Frank Horton, F.R.S., Prof. Robert Howden, M.B., D.Sc., the Very Rev. W. R. Inge, Dean of St. Paul's, and Mrs. Inge, Rev. F. A. Iremonger, Mr. G. W. C. Kaye, O.B.E., D.Sc., Rev. J. Keating, S.J., Mr. H. W. Keay, Mr. W. A. Kelk, Mr. Guy Kendall, Mr. P. H. Kerr, C.H., the Right Rev. Bishop Knox, Mr. D. J. Knox, Mrs. Andrew Lang, Prof. W. C. McC. Lewis, D.Sc., Mrs. C. J. Longman, Lady Longman, Miss Margaret Longman, Mrs. R. G. Longman, Mr. and Mrs. T. Norton Longman, Prof. David Allan Low, the Hon. Mrs. Alfred Lyttelton, D.B.E., Mr. J. W. Mackail, F.B.A., LL.D., Mr. H. M. McKechnie, Mr. J. Maclehorse, LL.D., Sir Frederick Macmillan, Mr. W. Macmillan, Mr. W. G. Magenis, Mr. Albert Mansbridge, LL.D., Mr. R. B. Marston, Rev. C. C. Martindale, S.J., the Right Rev. J. P. Maud, Bishop of Kensington, Dr. Meikle, Mr. J. W. Mellor, D.Sc., Mr. W. M. Meredith, Mr. H. S. Milford, Mr. J. G. Millais, F.Z.S., Mrs. C. J. Mills, Mr. H. Mills, the Right Rev. Bishop Montgomery, Mr. A. Morley, D.Sc., Mr. H. Forster Morley, D.Sc., Mr. F. A. Mumby, Mr. John Murray, C.V.O., the Very Rev. Canon Edward Myers, Rev. Canon A. Nairne, Sir Henry

Newbolt, Rev. Canon W. C. E. Newbolt, Mr. G. S. Newth, Prof. A. P. Newton, D.Litt., Prof. T. P. Nunn, D.Sc., the Right Hon. T. P. O'Connor, M.P., Mr. Ernest Oldmeadow, Eng.-Vice-Admiral Sir Henry J. Oram, Mr. R. Lloyd Osbourne, Mr. John Oxenham, Mr. F. W. Peaker, Mr. A. E. Pierpoint, Prof. R. H. A. Plimmer, D.Sc., Mr. J. W. Potter, Mr. and Mrs. K. B. Potter, Mr. W. Poulten, Mr. A. D. Power, Mr. Howard Priestman, Mr. H. Raymond, Mr. T. Raymont, Sir Richard A. S. Redmayne, Mr. E. L. Rhead, Mr. Bruce L. Richmond, Mr. C. R. Rivington, Capt. G. C. Rivington, Rev. Canon C. H. Robinson, Mr. Frank Roscoe, Mr. W. Rowntree, Sir E. John Russell, F.R.S., Mr. C. H. Saxelby, Mr. H. B. Saxton, Mr. T. G. Scarfe, Mr. H. Scheurmier, Mr. R. W. Seton-Watson, Mr. A. Shadwell, LL.D., Mr. Clifford Sharp, Mr. H. Shaylor, Mr. C. K. Shorter, Mr. F. M. Simpson, F.R.I.B.A., Sir Cecil Harcourt Smith, Mr. Lindsay E. Smith, Miss L. H. M. Soulsby, Prof. Henry J. Spooner, Mr. T. E. Stanton, C.B.E., F.R.S., Prof. Ernest H. Starling, C.M.G., F.R.S., Mr. S. G. Starling, Mr. R. Taylor, Manager of the Bombay House of Longmans, Green and Co., Sir J. J. Thomson, O.M., F.R.S., Mr. Archibald Thorburn, F.Z.S., Mr. G. H. Thring, Prof. T. F. Tout, Mr. George Macaulay Trevelyan, C.B.E., Mr. Emery Walker, Prof. Miles Walker, D.Sc., Mr. A. S. Watt, C.B.E., the Right Hon. Sidney Webb, M.P., and Mrs. Webb, Mr. G. E. Webster, Mr. G. H. Whitaker, Mr. Geoffrey S. Williams, Rev. N. P. Williams, the Right Hon. and Right Rev. A. F. Winnington-Ingram, Lord Bishop of London, Mr. Mark R. Wright, and Mr. J. A. Yates.

Mr. C. J. Longman presided, supported by his fellow partners, Mr. G. H. Longman, Sir H. H.

Longman, Bart., Mr. R. G. Longman, Mr. W. Longman, Mr. J. W. Allen, and Mr. C. J. Mills.

Grace was said before and after meat by the Bishop of London.

The toast of His Majesty the King was proposed by the Chairman and duly honoured.

Mr. GEORGE MACAULAY TREVELYAN, son of the Right Hon. Sir George Otto Trevelyan, Bart., O.M., and grand-nephew of Lord Macaulay, then rose to propose the toast of Literature and Science.

Mr. Longman, My Lords, Ladies and Gentlemen, I am well aware that my right to speak on this august and happy occasion is not the result of my own merits, but that I speak as proxy for my father, who, since he is in years all save one coeval with the reign of Victoria, can only this afternoon send, as he has done, his affectionate congratulations to the House of Longman. And in a certain shady or spiritual sense, I am perhaps also speaking by proxy for my great-uncle, who, if he were alive and here this afternoon, would certainly now be pouring forth to you, in supplement to that excellent article by Mr. Harold Cox in the current *Edinburgh*, a further list of the Longmans' great and distinguished authors in times long past, and giving you many anecdotes of those Johnsonian days when so often only the benevolence of publishers, like the House of Longman, stood betwixt authors and the fate of Chatterton in his garret. The danger to literature in the twentieth century is not so much immediate death by starvation as the danger of losing its own soul to the ideals of all-conquering journalism. But the House of Longman stands for something else than that. And that is why I have been asked to couple the toast of literature with the name of Mr. Mackail. He stands for the noblest traditions of literature in alliance with scholarship and careful thought. He is a truly Virgilian spirit not in his translations alone. If we were to begin placing biographies in order of merit, his *Life of William Morris* would

certainly stand very high ; and it is only in the last few weeks that Messrs. Longmans, Green and Co. have published for him a masterpiece in literature—his paper on the ‘Pilgrim’s Progress.’ With the toast of literature I have been asked to propose the toast of science, coupled with the name, or rather, with the name and two initials—J. J.—which stands to all the world for pre-eminence in the realm of those who know. I can scarcely have been selected for taking part in this double task because of my knowledge of physics. I think it is rather because the form of literature that I endeavour to practise—history—of which Messrs. Longmans have always been so great a patron, is also a form of science. There are other abler historians than myself here who are also vassals of the House of Longman—Professor Tout, Mr. and Mrs. Sidney Webb, Mr. Gooch, and others—but I think we shall all of us agree (or at any rate they will not object to my saying) that what Meredith said of man in relation to Artemis and Aphrodite is true of the historian in relation to literature and science—

‘ His task to hold them both in breast, and yield
Their dues to each and of their war be field.’

Besides, this is a historic hall and it is a historic occasion. What a time ago it is since the ship hauled up the flag of the House of Longman in the year 1724! That year Swift, his savage indignation not yet laid to rest, was bringing out his *Drapier’s Letters*, Pope was rising into fame with the earlier editions of his *Homer*, ‘*Robinson Crusoe*’ had five years before been brought out by the publishing house whose business Mr. Longman bought, and Gay had not yet bit the town with his ‘*Beggar’s Opera*.’ And in your own old Court of Trinity,¹ Master, were still living two great men—Bentley, like a lion baited in his lair, occupied the house where you live now, but on more precarious and less loving terms, and the gentlemanly scholars of Mr. Mackail’s *Alma Mater* still supposed, I think, in the year 1724, that they had got the best of the old ruffian over the ‘*Letters of Phalaris*.’ On the other side of the Court was still living an even greater man—*qui*

¹ Sir J. J. Thomson is Master of Trinity College, Cambridge.

genus humanum ingenio superavit—a man who will respond to the toast of 'Science' at the Judgment Day. On that occasion, Sir Isaac Newton will have much to answer for. Already since 1724 science, with its inventions, has turned the world upside down and inside out, and the process is only in its early stages. And at this moment some people scarcely know whether we have gained or lost most by the industrial revolution that we owe to science. But at any rate, science has brought man in the realm of knowledge to lofty heights indeed, and in the nineteenth century at any rate science gave such a stimulus to intellect and to literature as they never had before. In the great movements of those wonderful last two hundred years the House of Longman played no mean part. To-day, we celebrate the nativity of a great national institution, most characteristic of England. A great historic publishing house like this (and there are others represented in the room, and surely one must say one word of welcome in the presence of Mr. John Murray), a great historic publishing house is not a creation of the State, nor of the Church, nor of the Universities, nor of any corporate body. Neither is it the creation of the money-getting impulse, without father bred. It stands indeed for self-help and the effort of the individual, but it stands also for family tradition, for ideals of public usefulness and assistance to the cause of literature and science, handed on from generation to generation. And therefore, Mr. Longman, literature and science have come this afternoon to lay birthday garlands upon your hospitable board.

His Eminence CARDINAL BOURNE, Archbishop of Westminster, in supporting the toast, said :

It was with some hesitation, and even with a certain reluctance, that I acceded to the invitation to say some words in support of this toast which has been so ably proposed. I felt that there would be many in this Hall far more competent than myself to speak of the achievements either of literature or of science, but I reassured myself on thinking that my task, after all, was not to speak so much of those achievements as of the debt of gratitude which workers in science, in literature, and in art owe to the House of

Longman—a debt, ladies and gentlemen, which we all share alike, for all of us are indebted for pleasure, for instruction, for many of the comforts of life, to those achievements of literature or of science which have received their birth at the hands of this house, unique in continuity, pre-eminent—I suppose almost all would admit that—pre-eminent among those who do similar work. And it is a debt, a very great debt, that we owe them. Man's mind is always prolific, I suppose never more prolific than at the present day. Great thoughts are conceived, great purposes are planned, and we know only too well how many of these projects, how many of these purposes, would be stillborn, or would remain enclosed for ever in the mind of the man who conceived them, were it not for the friendly hand of the publishing house. That, after all, is the great service that in every generation such a house as the House of Longman is rendering to our country, rendering to culture, rendering to civilisation, and giving an opportunity of furnishing to each generation as it comes new opportunities of knowledge, of treasuring those opportunities and handing them on to a coming generation which, in turn, will draw from them new developments. There are many things, no doubt, that are purely ephemeral. They come, they serve their purpose, and they pass away. Others are ephemeral that pass themselves, but not without giving birth to other things, perhaps more precious than themselves, and it is here that we find the ground of that gratitude that all of us owe to the great publishing firms in this and every other land. If we ask how such success has been attained, how it is that the House of Longman holds so high, so noble a place in the literary and scientific history of this country, I think that we can find it in three things. First of all, undoubtedly, it is the outcome of long, hard, strenuous work, of constant attention to detail, which is rendering its publications what we all know them to be. It has placed upon those publications a hall-mark which is an honour to the house that produces them. Then, again, no such position as this could have been attained were it not for very far-seeing discernment and discrimination. It must be a difficult task, even for a publisher or his readers, to know what to accept and what to turn down, and if

this house has a reputation, it is because that gift of discernment, that gift of discrimination, has not been wanting—that discernment, that discrimination, which knows how to seize opportunity, how to take it when it presents itself; not to let it pass when it has been offered. And then, thirdly, I think I may claim for the House of Longman a spirit of sacrifice. We are here gathered together in the presence of many, both authors and publishers, and all will admit that the intrinsic worth of a book does not always bear an exact proportion to its financial return. And if a publishing firm has to do its duty to the community as the House of Longman has done, many a time it must have made a sacrifice in order to present to the world some work for which the financial return would be relatively poor. These are things that I know must distinguish all our great publishing houses, and I venture to dwell upon them to-day because they give us some measure of the gratitude which we owe to the house the second centenary of whose foundation we are celebrating to-day. One more word. In turning over the pages of the bulky catalogue in which are enshrined the ever-growing fields of the enterprise of this House of Longman, there is one section which naturally appeals very much to me. It is that by Roman Catholic writers, and I should like on this occasion to offer a word of very special thanks to the House of Longman on behalf of those whom I specially represent for the facilities and the encouragement which they have always given to our writers, enabling them thereby to set before an ever-growing public things which are of interest to all and of supreme importance to ourselves.

I ask you to drink to the toast of Literature and Science, coupled with the names of Mr. J. W. Mackail and Sir J. J. Thomson.

Mr. J. W. MACKAIL, F.B.A., LL.D., Hon. Fellow of Balliol College, formerly Professor of Poetry in the University of Oxford, biographer of William Morris, responding to the toast, said :

Your Eminence, My Lords, Ladies and Gentlemen, to speak for Literature is no easy task, and it is not made easier in this case, I am afraid, by the too flattering terms in

which my friend Mr. Trevelyan was good enough to speak of me just now. Fortunately, this is an occasion which emphatically calls for brevity. I will, at least, be brief, if I cannot be adequate in other respects; but indeed, in response to such a toast as this, no eulogy is required. The position of literature as such is assured and supreme, and it is perhaps just for this reason that no one of the great men of letters of the present day has been asked to respond to this toast. It was felt that the toast carried its own weight.

My own qualifications for the task may mainly be summed up by saying that for the last thirty-five years I have had the most friendly and cordial relations with this house, and I have little doubt that most of those here, with the requisite adjustment of time, could say the same. Apart from living persons, whom it would be inappropriate to mention, if one throws back one's mind over the past history of the firm of Longmans how many great names are associated with it. Scott, Coleridge, Wordsworth, Macaulay and the Trevelyans, not the least eminent of whom is present and has spoken to-day, Disraeli, my old and deeply regretted friend Andrew Lang, and, in his latter years, that remarkable and unique figure in English literature and history, William Morris. But if we turn back our minds over two hundred years to the date when this firm was founded, we shall find it not insignificant, as it happens that it was in that year that there may be dated, so far as such things can be dated definitely, the beginning of the romantic movement. It did not take place in London. It took place in the Northern Metropolis. If we read the literature of two hundred years ago, we shall find in it exactly the same complaints as are now made about over-production of books, about triviality of subjects and inferiority of treatment, and about the general decadence in the literary ideas and values of the time. These are commonplace complaints, and if we hear them all round us now, we need not, I think, take them too deeply to heart.

In 1724 the nation was in a state which in some respects offered something of a parallel to its position to-day. It had got on its feet after the brief delirium of the South Sea Bubble. It had set itself successfully—I quote now from an eminent historian—to the expansion of commerce and the

accumulation of national wealth, and all that the country asked was to be let alone to enjoy their freedom and develop their industries. If one casts one's eye summarily over the two hundred years that intervened between that period and the present day, one of the things which perhaps strikes one most is the continuity of literature. Whether it be or be not true, as has been said, that its literature is the chief glory of a nation, it is at all events that in which the nation expresses itself, records itself, and transmits its life from one generation to another. Then another reflection which is inevitable in looking back over the two centuries that are passed is not only the continuity of literature but the solidarity of letters. Letters, whether they be what is called literature in ordinary parlance, or whether they deal with history, or with science, or with what you will, are, in all cases alike, the expression of the human spirit. Literature is itself in some respects a science, and the exposition of science may be and has been high literature. It is seldom, perhaps, that a nation is fortunate enough to have embodied in the same person and in the same book a work of the highest literary value and a best seller. That occurred in Macaulay's History, but it does not occur often. Another best seller of the same period also produced by the House of Longman was, I suppose, Colenso's Arithmetic. Whether, or in what sense, that estimable work was a work of literature is a question which I commend to your consideration. It was not a work of literature, perhaps, in the fullest sense of that word. But without trenching on debatable ground, I might cite another work published by Longmans at about the same period, or a little earlier—a book of science which is at the same time, to my mind, no less than a masterpiece of literature, Sir John Herschel's 'Treatise on Astronomy.'

And the third thing for which the House of Longman stands, beyond the continuity of literature and the solidarity of letters, is the preservation in these matters of a high standard. It may, I think, claim for itself with just pride that it has seldom, if ever, produced under its ægis anything which was base or anything which was merely trivial. That is a great thing to be able to say, and a great tradition which it rests with the firm to maintain. The sixth generation is

now associated with its ancestry in the history of this house. A hundred years hence, how will things be? It may be—I hope it will not—that by then the name of Longman will have gone the way of other names once coupled with it. I am sure you will associate yourselves with me in the strong hope and prayer that the name, no less than the firm, may flourish, if not in perpetuity, at least for generations to come. Of course, a century hence, the very art of printing may have been dismissed as an obsolete thing, and the developments of modern science may have replaced it by some machinery at present entirely beyond our imagination. But whether anything of that kind may happen or not, literature and, in some way or another, the publication of literature as the expression and record of what mankind has thought and felt and experienced, has discovered or investigated, is co-extensive with civilisation and will last as long as the human race.

Sir J. J. THOMSON, O.M., F.R.S., Master of Trinity College, Cambridge, in his response, said :

Mr. Longman, your Eminence, my Lords, Ladies and Gentlemen,—When, sir, you honoured me by asking me to respond to Literature, I thought it my duty to read over the list of books that in the 200 years have been published by your firm. I confess I found it somewhat difficult to know who, so to speak, were my constituents—the line between literature and science is a somewhat arbitrary one, each man draws it as he thinks fit. Take, for example, theology. Theology is often described as the Queen of Sciences. The question impressed upon me was, ought I to prepare myself for this toast by reading all the theological works that have been published by the House of Longman? I decided emphatically that for this afternoon theology was not a science. Then the suspicion arose whether I could trust the titles of the books. A very disagreeable experience I once had led me to entertain great doubts about the safety of doing so. Some years ago I received a handsome book from America called ‘Ellen ; or, Whisperings under an Old Pine Tree.’ It was very well got up, it contained many pictures of a very attractive girl wandering with a young

man through pine woods, by the seashore, or in the garden—but always alone. I wrote just a line of acknowledgment to thank the author for his attractive book. I thought no more about it until about a month afterwards I received letters from my scientific friends in America asking, ‘What is the meaning of this?’ They enclosed newspapers with headings in large type, ‘Mr. So and So has sent his new theory of sound to Professor J. J. Thomson and he has nothing to say against it.’ Then I thought I had better look back, and I found then that this book, which to all appearances was a love story, consisted of a young man expounding at extraordinary length a most preposterous theory of sound. The young girl urged still more preposterous objections which the young man triumphantly overthrew. Well, that made me suspicious about the safety of trusting to titles. Sometimes I feel the same with regard to novels. I take up what I think is a novel and I am not sure it is not a treatise on psychology. The position of publishers with respect to science is not quite the same as it is to literature. The publishers are, so to speak, the obstetricians with regard to literature. Now, that office to science is more generally performed by scientific societies, who publish in their journals scientific papers in their first form. But one characteristic common to all such papers is that they are pondered over by their authors so long that they are always of embarrassing length, and considering that in my own branch of science—physics—over two thousand papers are published each year, it is evident that it is impossible for any individual to make himself acquainted with them. But the publishers step in and, if I may be allowed to use the expression, they bovrilise these publications. They publish text-books which contain the gist in a short form of the lengthy communications to learned societies. The House of Longman has been pre-eminent in this. Your house, sir, has published a great dictionary of chemistry, Watts’ ‘Dictionary of Chemistry,’ which has been the means of saving an incalculable amount of time to students of chemistry and physics. You have also published a dictionary of applied chemistry under the editorship of my friend Sir Edward Thorpe, and this action

is all the more praiseworthy because science suffers, from the publisher's point of view, from changing too rapidly. You publish a long dictionary which may require some years of preparation, and you are in danger of finding that the advance of science makes it almost out of date before you have bound the last volume. It, therefore, requires certain sacrifice on the part of the publisher to entertain the proposal of publishing the dictionaries which are of the greatest service to the progress of science. I should like to take this opportunity of expressing the debt which science owes to the publisher. Science, I think, owes publishers at least as much as it does to scientific societies. It is due to the publishers that knowledge of science is available for the man who has only a limited amount of time or money at his disposal. If it had not been for the publisher, I cannot see how science would have progressed at all. Now look at the names that are associated with your firm—take, for example, the astronomer Herschel, whose name has already been mentioned; the physicist Maxwell, whose book on Heat you gave to the world; Tyndall, whom no one has surpassed in the combination of the literary gift with clear exposition: in fact, science owes a great deal of its appreciation by the public to the fascinating and brilliant way in which Tyndall brought scientific results before us. Then there are the names of Grove, Crookes, Miller, Sir John Evans, Sir John Lubbock, and others connected with branches of science for which I am not qualified to speak; for example, Paget, Erichsen, and Florence Nightingale—all owe the production of their works to your firm. It is a great achievement to have a record of that kind to look back upon. It is a record of which any firm, any institution or college in the country, would be proud.

Sir RIDER HAGGARD, on rising to propose the toast of The Publishing Trade, said :

‘Ladies and Gentlemen, I confess that I feel very frightened, as anyone might be frightened when he considers the great toast that I have to propose—that of the Publishing Trade. I have been wondering when that Publishing Trade began. It is obvious, or so I suppose, that authors must

have come before publishers; but very possibly the first authors did their own publishing and collected their royalties in a hat. Was there any copyright then? Perhaps anyone who admired the work of an author knocked him on the head, took possession of it, and said it was his. The publishers, I presume, were late comers, and yet they must have been going a long while. I see before me a painted-glass representation of Tyndale, who was a great author in his day. Who published his books, I wonder? Someone must have done it. Publishers and authors are sometimes supposed to be deadly enemies. It is not true. It is one of those generalities which convey a very false impression. What is more, they would be very great fools if they were enemies, seeing that they are united in the bonds of a matrimony from which there is no possible divorce. Without authors publishing houses would soon shut up, and without publishers authors would very soon go bankrupt. They stand together.

But, ladies and gentlemen, the real object of this toast is to propose the health of the House of Longman. It is a difficult task to fulfil, to do which properly would take a very long time. I would just say this, that, personally, I have an enormous respect for anything which, like the House of Longman, has endured for two whole centuries. It reminds me of the British Constitution. How much in this instance is that respect enhanced when I know that this House of Longman has flourished for all that long period without a single blot upon its name. For generation on generation it has been a pillar of uprightness and fair dealing—a firm, ladies and gentlemen, that never did a mean thing or took advantage of need or inexperience.

That is really all that I have to say about the House of Longman, and I think it is enough. Theirs is a splendid record to hold in this fleeting world. I will now pass to the kernel of the matter, and that is our Chairman, whose name I have to couple with this toast. It is a very difficult thing, ladies and gentlemen, to talk about an old friend in his presence, yet this is my lot. You all know his virtues, and, like the rest of us, he has his faults; but it is of the virtues that I am going to speak. I have known Charles Longman

for a matter of forty years in business and in pleasure. Of the business relations I will add nothing. With regard to these I have already said what I have to say. In the old days we used to shoot together. We neither of us shoot now. Time, with one thing and another, has put a stop to it; but you come to know a fellow sportsman better than you do most people. When you find that a man is a good sportsman, you have a very fair index to his character. Charles Longman is now almost my oldest friend; also there is a further and particularly intimate link between us—a mutual attachment to our late great friend Andrew Lang, to whom and to whose memory we are both devoted. Indeed, not a day goes by but I remember him. Well, he has gone whither we all must follow, and there is no more to say.

To sum up, I think of our Chairman not as an eminent publisher or as a distinguished prop of commerce, but, first and foremost, as an English gentleman, a good friend and a good fellow.

In one form or another, I have no doubt the publishing trade will endure to the end of time, or certainly to the end of civilisation, which is a very different thing. What it will be two hundred years hence, I cannot tell you. Probably the publishers of that day will produce picture books again, as the savages did in the beginning. Yes, the circle may meet; it may come to that. But while the world lasts, doubtless there will be some form of publishing. For two hundred years Longmans have published, and it is my earnest hope that they may do so for another two hundred years. Possibly two centuries hence there will be another gathering of this sort connected with the House of Longman, may it be so! If publishing is to continue, I can imagine no finer type of firm to carry it on than is Longmans. With these brief remarks I propose the toast entrusted to me, coupling with it the name of my very dear friend Charles Longman, and hoping that in some way my own may go down with his to generations that know us not.

Then turning, Sir Rider Haggard put his hand on Mr. Charles Longman's shoulder, saying:

God bless you, and again God bless you!

The Very Rev. W. R. INGE, Dean of St. Paul's, supported the proposer of the toast as follows :

‘ My Lords, Ladies and Gentlemen, the toast of the Publishing Trade has been entrusted to two of us, both of whom seem to find the publishers very pleasing people to deal with. I have been reading a very interesting account of the House of Longman in the *Edinburgh Review*, and it appears that it records that the firm had only quarrelled with one author, Lord Byron. The first thing that struck me in reading about the House of Longman was the extraordinary catholicity of their taste. Indeed, I have some doubt as to the real convictions of the members of the firm. I dare say that as publishers the only principles which this firm has are, in the first place, to deal fairly and generously with their authors, and, in the second place, never to publish any book with a demoralising tendency. I believe in that respect this firm has an absolutely clear record. I feel it is a great privilege to be asked to speak to this toast, and with all heartiness I commend the health of the Publishing Trade. May it flourish for ever, and with especial reference to the House of Longman and their friendly rivals the House of John Murray, which has also reached the fifth generation. May they continue to flourish ; may they outlive all other dynasties, except the British Crown.

Ladies and Gentlemen, I ask you to drink to the toast of the Publishing Trade, coupled with the name of Mr. Charles J. Longman.

Mr. C. J. LONGMAN, on rising to respond, was received with acclamation. He said :

‘ My Lords, Ladies and Gentlemen, Sir Rider Haggard said that he was alarmed when he got up to propose this toast. You will, I think, readily understand how much more alarmed I must be that I, an unlearned person, should presume to address a meeting of this kind attended by some of the greatest representatives of learning, of education, of literature, of science and of art in this country. But, ladies and gentlemen, I feel that it would be impossible to refrain from so doing. It is absolutely necessary for me to express,

as far as I can, the grateful thanks of my partners and myself to all of you who have come here to help us in keeping this anniversary. More especially I must express my thanks to the speakers who have expressed themselves in regard to my firm in such too flattering terms. Mr. Trevelyan has called attention to the long connection between my firm and his family. It has lasted for three generations. It has lasted, I think, for as nearly as possible one half of that period of two hundred years which we commemorate to-day. It was in August, 1825, that Mr. Thomas Macaulay, then a youth of 24 years, first contributed to the *Edinburgh Review* an article on John Milton, which has since become famous and which is still read. It has been said—I do not know on what authority, but I have seen it in print, and therefore it must be true—that my friend Mr. Murray’s ancestors expressed the view that it would be worth the copyright of ‘Childe Harold’ to add such a writer as that to the staff of the *Quarterly*. Mr. Murray would probably say that his ancestors did not overstep the mark. It is hardly necessary for me to add, knowing, as all of us do, Mr. John Murray, that no attempt was made on the part of his ancestors to try to seduce the allegiance of Mr. Macaulay from the *Edinburgh* to the *Quarterly*. The best relations, I am glad to say, have been maintained between my firm and the trade at large, and especially with our traditional rival and friend Mr. John Murray. A little anecdote printed in Dr. Smiles’ Life of his grandfather shows the kind of relations which existed between us. Sixty years or so ago, my uncle wrote to Mr. Murray, to say that a neighbour of his in Hanover Terrace, Regent’s Park, had unfortunately set his bed alight while he was sitting up in bed reading an enthralling book published by Mr. John Murray. It was the third volume of a series, and he begged him to send another copy in order that the set might be complete. He said that the reason he was specially anxious that his neighbour should have this volume was that the insurance company would not insure his house until they were certain this gentleman had finished the third volume of Mr. Murray’s book. I should like to say a word of special thanks to my friend Sir Rider Haggard. It is perfectly true that for forty years

we have been bound by unbroken friendship. There is one, who of all men, both he and I would most like to have seen here to-day, to whom we are equally bound, and of whom he and I seldom cease to think—Mr. Andrew Lang. There are others we should also have liked to see here to-day. Amongst them I should like to mention the Poet Laureate, Mr. Robert Bridges. He had hoped to have been here, but unfortunately at the last moment was unable to come. He is getting on in years now, and he and Sir George Trevelyan, with, possibly, a third, Mr. Thomas Hardy, may be reckoned the Elder Brethren of literature in this country. I am sure we all wish them many more years to enjoy the honours they have won.

There is another great name, one of the greatest in English Literature, the bearer of which cannot be here to-day, as he died many years ago. I refer to Cardinal Newman. In the 'sixties, my father worked closely with Cardinal Newman on the production of that famous document the 'Apologia,' on the writing of which Dr. Newman was then engaged at white-heat speed. It was published in weekly numbers. He was constantly writing ten and twelve hours a day, on one occasion twenty-two hours, my father being equally anxious to carry out punctually the material part of publication. Of course you all know that it was one of the great books of the world, and created a sensation. It is one of my most cherished memories that, forty-five years ago, Cardinal Newman as an old man honoured me with a visit in my room in Paternoster Row, about one hundred yards away. Another name that I should like to mention to you is that of Mr. James Anthony Froude. He also has been dead a good many years now. He was one of the greatest masters of English prose, and was a devoted friend to my family for two generations. I had hoped that his daughter might have been here, but reasons of health have prevented her from coming. She was most anxious that I should take the opportunity of mentioning her father's name and the affection he bore to my house.

These names—Newman and Froude—take back one's thoughts to Oxford in the early part of the nineteenth century—the time of that great movement of which, if I may

quote the words of Sir Henry Newbolt, used in another sense, "the echoes are ringing still." I am old enough to remember Hursley when I was a boy, just before the death of John Keble. My visit there in 1864 was due to the fact that I was then at a preparatory school near Winchester. My father came down to see me and he drove me over to see John Keble. Schoolboys of twelve do not know much about movements of thought, and I had not the slightest idea why I was taken to see this old gentleman. I know now, because it was in the spring of 1864 that my father was engaged in the publication of the 'Apologia,' and I have little doubt that he was anxious to verify some facts of which Keble would have knowledge.

I feel that I have failed to some extent in my duty in responding to the toast, because so far I have occupied you entirely with remarks about my own firm and their associates. But I wish to thank all those members of the publishing trade, the printers, the binders, and others connected with the material side of literature, with whom we are so closely allied, for their kindness in coming here and their kind messages which I have received in great numbers on the occasion of this bicentenary. No doubt during these two hundred years great changes have taken place in the department of publishing. I suppose the greatest change of all has been the enormous expansion of the market for English books. The English language has now spread to the ends of the earth. Countries have been discovered which were not heard of when my ancestor first came up from Bristol to London. Australia and so forth are now great English-speaking countries. I do not suppose that in the next two hundred years it will be possible that such an expansion will take place in the publishing trade as has taken place during the last two hundred years, unless, indeed, great scientists like Sir Joseph Thomson succeed in establishing communications with Mars or with Venus. If they do, I suppose the English language will be taught to them, and I hope they will become readers of our great English books. It would probably have astonished Daniel Defoe and his publisher Taylor if they could have known that the work which they issued from the sign of the 'Black Swan' would be

read two hundred years later in very large numbers, as a school-book, by dusky little boys in Hindustan. I imagine that in the last five years more copies of 'Robinson Crusoe' have been read in India than were ever sold by Taylor. Amongst other messages which we have received from our friends and colleagues, there is one short one which I should like to inflict upon you, from my friend, Mr. Austen-Leigh, whose firm, Messrs. Spottiswoode & Co., has been long associated with the House of Longman :

' Longa fluat Sociis aetas vireatque senectus
Neve Olor albescat, dum Ratis urget iter,'

which I have ventured to translate as follows :

' May green old age and length of days
Long years attend the Longmans' ways,
And may the Black Swan never pale
While still the Ship rides out the gale.'

THE BICENTENARY DINNER
TO THE STAFF

Stationers' Hall, November 6, 1924

IN continuation of the bicentenary celebrations Messrs. Longmans, Green and Co. invited a few friends, together with the whole of the staff at 39 Paternoster Row, with their wives, and representatives from the Ship Binding Works, to dinner at Stationers' Hall on the evening of Thursday, November 6, 1924.

The guests were received by Mr. and Mrs. Charles J. Longman. At the dinner, over which Mr. Charles J. Longman presided, there were present : Mr. W. Agass, Mr. E. Allan, Mr. A. Allen, Mr. J. Allen, Mr. J. C. Allen, Mr. J. W. Allen, Mr. and Mrs. H. Ash, Mr. E. H. Atkins, Mr. and Mrs. F. Atkins, Mr. F. E. Atkinson, Mr. and Mrs. C. Attree, Mr. and Mrs. W. L. Attree, Mrs. Badelow, Mr. E. Barbary, Mr. and Mrs. W. H. Barton, Mr. J. W. Bartram, Mr. and Mrs. R. E. Bartram, Mr. W. Bartram, Miss W. E. Batchelor, Mr. and Mrs. C. Bennett, Mr. W. B. Bogue, Miss A. Branscombe, Mr. J. Butler, Mr. and Mrs. J. E. Chandler, Mr. and Mrs. W. R. Chick, Miss S. Christie, Mr. Frank Clark, Mr. Fred Clark, Mr. G. Clitter, Miss M. Coles, Mr. and Mrs. H. Coombes, Mr. and Mrs. E. J. Coombs, Mr. Harold Cox, Editor of *The Edinburgh Review*, Mr. and Mrs. H. Creswell, Mr. and Mrs. A. R. Cutbush, Mr. T. Desmond, Miss E. S. T. Devereux, Mr. and Mrs. J. F. Dibsall, Mr. and Mrs. C. Dimes, Mr. T. W. Elnaugh, Miss B. Field,

Mr. J. Fisher, Mr. and Mrs. T. Fitzgerald, Mr. F. S. Francis, Mr. and Mrs. G. A. Frisby, Mr. G. Gale, Mr. and Mrs. A. G. Garwood, Miss C. Gilbert, Miss Green, Mr. and Mrs. C. F. Grogan, Miss E. M. Grover, Mr. J. Grover, Miss E. Harewood, Mr. S. H. Hart, Mr. H. Hatton, Mr. and Mrs. E. W. Hibburd, Mr. J. Spencer Hill, Assistant Editor of *The Bookseller*, Mr. E. A. Hose, Mr. and Mrs. W. H. Jelpke, Mr. J. Kavanagh, Mr. W. A. and Miss A. C. Kelk, Mr. and Mrs. H. Kelly, Mr. E. J. Kendall, Mr. and Mrs. F. Leach, Mr. W. I. Lodge, Mrs. C. J. Longman, Mr. G. H. Longman and Miss Margaret Longman, Sir Hubert H. Longman, Bart., and Lady Longman, Mr. and Mrs. Robert G. Longman, Mr. and Mrs. T. Norton Longman, Mr. William Longman, Mr. and Mrs. W. Lucas, Mr. A. MacNicol, Mr. and Mrs. C. J. Mills, Mr. H. Mills, Miss D. Myers, Mr. A. W. Nott, Mr. and Mrs. D. Ogilvie, Mr. P. H. Palmer, Mr. E. W. Parker, Mr. H. Payne, Mr. and Mrs. F. C. Pearce, Mr. A. Penn, Mr. and Mrs. H. L. Perkins, Mr. and Mrs. K. B. Potter, Mr. C. and Miss Prior, Miss H. Rankin, Mr. H. Reynolds, Mr. and Mrs. W. J. Reynolds, Mr. J. Robinson, Miss B. Rodford, Mr. and Mrs. J. F. Rolfe, Mr. S. E. Root, Mr. and Mrs. F. Rose, Mr. W. Rowntree, Mr. A. H. Samways, Mr. and Mrs. T. G. Scarfe, Mr. A. W. Sheppard, Mr. and Mrs. A. L. Sherwood, Mr. and Mrs. W. Simpson, Mr. and Mrs. G. W. Skinner, Miss A. Slocombe, Mr. E. S. Smith, Mr. and Mrs. E. V. Smith, Mr. T. Smith, Mr. A. Stanton, Miss G. Stow, Mr. C. A. E. Tarrant, Miss G. Tooke, Mr. and Mrs. A. Tucker, Mr. G. Turner, Mr. A. D. Vaughan, Mr. and Mrs. H. T. Walden, Mr. and Mrs. A. W. P. Walker, Mr. A. P. Warren, Mr. and Mrs. W. C. Watts,

Mr. and Mrs. C. G. Webster, Mr. A. J. Weeden, Mr. J. B. Welton, Miss G. Wilkinson, Mr. and Mrs. F. H. Wiltshire, Mr. S. Wood, and Mr. and Mrs. G. Woolgar.

The toast of His Majesty the King was proposed by the Chairman, after which the first verse of the National Anthem was sung.

At this point Mr. W. A. KELK rose and asked permission on behalf of the whole London staff, which included that of the Ship Binding Works, and might be taken also to include the staffs in New York and Toronto, in Bombay, Calcutta, and Madras, to offer to the Chairman and his partners warm congratulations on the two hundredth anniversary of the founding of the house. He expressed the gratitude of the staff for the opportunity of sharing in the festivities proper to such an event, and their pride at serving a house with so illustrious a record in the annals of literature, science, and art. Mr. Hibburd, the head of the Art Department, had conceived the happy idea of getting the present members of the firm photographed in a group, and Mr. Emery Walker had made an admirable photogravure plate, of which he was proud to ask each of the partners to accept a proof on India paper.

While the firm were celebrating their bicentenary Mr. C. J. Longman was celebrating the jubilee of his entrance into the firm, a fit subject for further congratulation. For nearly forty-three of those fifty years he (Mr. Kelk) had had the good fortune to serve under Mr. Longman, and he desired to say that no man ever had a better master or one to whom he owed more. Those great qualities of vision, courage, and integrity for which the House of Longman had always stood, and for

which he hoped and believed it always would stand, never had a stronger exponent than their Chairman. To him he had been like a conscience visible and vocal ; would that he had obeyed its admonitions more promptly and more consistently.

With Mr. C. J. Longman's name he desired to link that of Mr. Thomas Norton Longman, one of the best of men, the gentlest and kindest of masters. He was like Dr. Arnold, of whom it was said that it was a shame to tell him a lie, for he always believed you. It would be pleasant at least to mention the names of other partners under whom he had served, and of whom he had happy recollections—Mr. Robert Dyer, Mr. Thomas Reader, and Mr. William Ellerby Green. He would, however, simply repeat the expression of their loyalty to and pride in the old House, and call upon all to drink Prosperity to the House of Longman, coupling with that the name of their honoured Chairman, Mr. Charles James Longman.

The toast was drunk with enthusiastic acclamation and musical honours.

Mr. CHARLES LONGMAN, in responding, thanked them all very heartily for the kind words in which the toast had been proposed and the kind way in which they had received it.

They very much appreciated the happy thought of Mr. Hibburd to perpetuate the outward appearance of the members of the firm, and he thought the result would be regarded as quite satisfactory by all the members of the Longman family. It was quite true that he had been with the firm now for fifty years, but he had not been a partner all that time. It was in January, 1874, when he had just left Oxford, that he began work as a collector at the third division. The first day's journey was

to the West End, and, being in excellent condition with football and other sports, he feared he must have hurried his colleague, Mr. Alsop, as the journey was finished at two o'clock. He found out afterwards that Mr. Alsop's usual time for returning was about four o'clock.

They were particularly glad to give a welcome to some old friends, especially to Mr. and Mrs. C. J. Mills from New York. Mr. Mills' entry into 39 Paternoster Row was earlier than that of anyone else who was still with the firm, though Mr. W. Bartram, who is with us this evening, but has now retired, joined up at a still earlier date. Mr. Brettell, who came to the house at the same time as the speaker, was with them at the luncheon on the previous day, as was Mr. R. Taylor of the Bombay house. He regretted that both were unable to be with them at this gathering.

When he was learning the work of the advertisement department the chief at that time was a Mr. Sykes, who was a very remarkable man. He was uncommonly active, and took a very special interest in opera, and often told anecdotes of Patti and Nilsson, and of the still earlier days of Grisi and Jenny Lind. Mr. Sykes was so devoted to his calling that he went so far as to advertise for a wife, with the result that not long after he was led to the altar.

Another old worthy was Joseph Ridgewell, the head porter, a most kind-hearted man, on whom you could always rely for resourcefulness and versatile knowledge. Mrs. Thomas Longman even went so far as to say that she would trust Joseph to buy her a new bonnet, and if he did she was sure it would be in the height of fashion.

'You have all read "Nicholas Nickleby," by Charles Dickens, and remember the two dear old City

merchants, the brothers Cheeryble. Joseph Ridgewell was exactly the stamp of servant who might have been employed by those most kind-hearted employers. Times have changed since Dickens wrote, and the story of the Cheeryble brothers, though it still remains a most charming idyll, is perhaps a little out of date. For better or for worse, charity no longer keeps the pre-eminence it once held among the virtues. The spirit of independence is stronger, and even-handed justice between man and man is now more highly esteemed.'

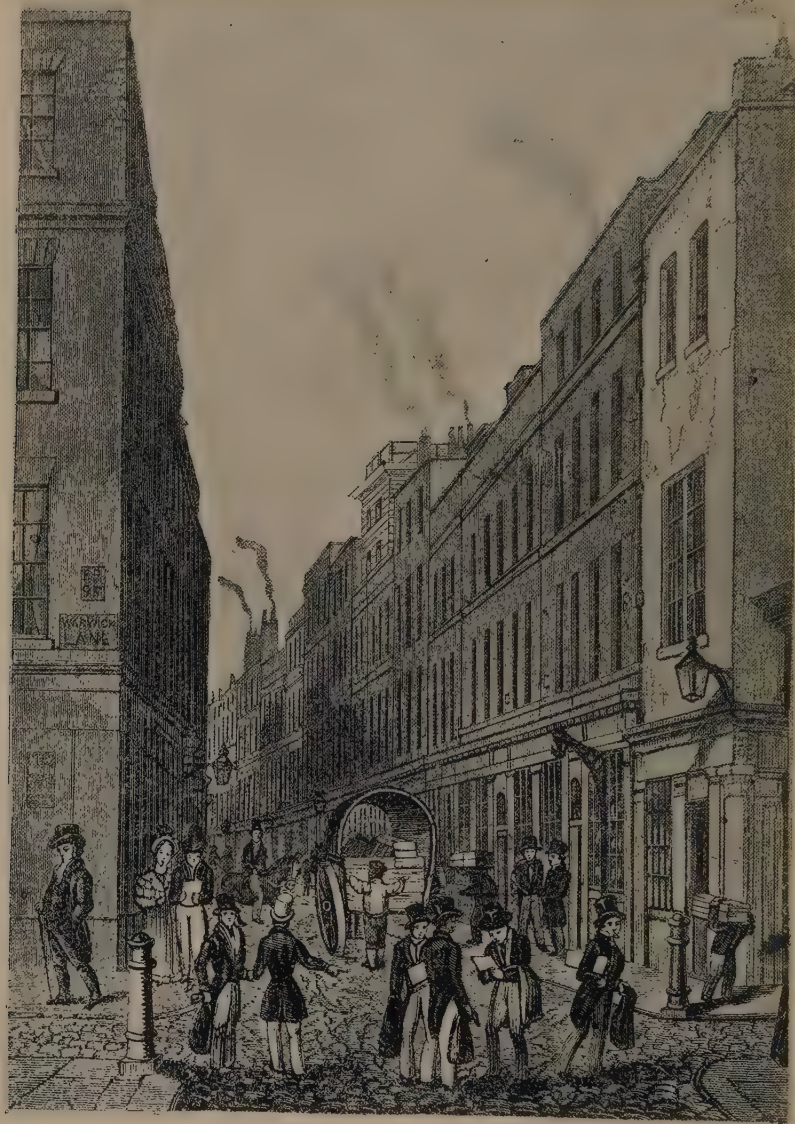
He always thought that the most important quality in all relations of life was the power of looking at things from the point of view of the other person. It was as important in business as in diplomacy, in politics, or even in matrimony, and in publishing it was more necessary than in most trades.

The publisher had to consider matters from many points of view, amongst others from those of the author, of the bookseller, wholesale and retail, the printer, the paper-maker, the libraries, and of his own staff. He was glad to know that the relations between the firm of Longmans and their staff had always been most satisfactory, and he hoped they would always so continue. This would be the case if, whenever any point of difference arose, both sides made an honest effort to look at it from the point of view of the other party.

A musical programme concluded the proceedings.

THE STAFF OF THE HOUSE
OF LONGMAN

By JOHN E. CHANDLER.



PATERNOSTER ROW IN 1837

Showing Messrs. Longman & Co.'s building which was destroyed by fire in 1861

LEAVES FROM AN OFFICE NOTE BOOK

A SHIP, accompanied by a Black Swan, which has sailed successfully over many seas, has at all times required very careful handling. Thus the House of Longman has been very ably assisted at The Ship and The Black Swan by a devoted body of managers, clerks, warehousemen and porters, who have faithfully discharged the duties allotted to them.

There are no records of the staff available for the years of the eighteenth century; but someone in looking up references to the house in bygone days found that a Cauliflower Club had been instituted in the early half of the century, which was patronised for the most part by the booksellers of Paternoster Row. The permanent secretary of the 'Free and easy counsellors under the cauliflower' was a worthy old fellow who was an assistant to Mr. Thomas Longman. The meeting-place was the 'Three Jolly Pigeons' in Butcher Hall Lane, now King Edward Street. A large cauliflower was painted on the ceiling of the club, to represent the cauliflower head on the gallon of porter which was paid for by every member on his initiation, and under which device he had the honour of sitting on this important occasion.

One could without much difficulty find among the staff of to-day some who could worthily carry

on the duties of that first permanent secretary, with credit to themselves and to the club.

In the early part of the nineteenth century an assistant compiled a list of the clerks in the house at that time, leaving a space at the beginning of the list for the names of the Partners.

The first entry under the heading of Partners is 'T. N. Longman, Esq., Senr., born January 31, 1771, became partner 1793, died, August 29, 1842, from a fall from his horse, aged 71 years and 7 months.' Under the heading of clerks the first entry reads, 'John Lund, entered the house June 14, 1807, became head of the Binding Department, retired September 26, 1846, died November 14, 1861.' It is quite possible that Mr. Lund was the first compiler of this record, as the list has been kept up to date ever since by the head of the Binding Department.

All the names recorded up to 1857 are those of assistants long since dead ; but it is evident that the compilers of the list were students of character, more often anxious to record the failings of some of their fellows than to give prominence to the good qualities in others.

Among the entries we find that a clerk who entered the house in 1834 was discharged in 1850, with the recorder's note that he was 'a nasty Scotchman, discharged for pilfering the parcel money.'

At this period it was the practice of the firm to have apprentices, who served for a term of seven years. Some of these stayed on and later occupied responsible positions in the house ; but others, according to our chronicler, left to start business on their own account. One 'turned farmer,' another 'turned parson,' while one 'went to New Zealand, didn't succeed, so shot himself.'

In 1845 a Jonathan Tippell, who was head of the Retail Department, left, and is described as 'A very nice fellow.'

An assistant dies on his holiday, one is killed, another drowned, and the record mentions one who 'fell down dead while taking off his boots on arriving home at 8 o'clock.'

A Mr. Jones, who, as his name implies, was a Welshman, died at the age of 51, and his epitaph is 'Poor Taffy.'

A clerk who retired in 1844 was 'a jolly fellow,' and in 1848 we find another who 'turned parson.' It is sad to relate that it was necessary, in 1850, to record the fact that a fellow clerk was 'Fond of his drops—no good.'

This is in contrast to an earlier entry of one who was a 'Dry old fish.' What is the real meaning of this note it is impossible now to say; but one can guess what is meant by a later note, in 1854—a reference to 'A fast dog.'

It is evident that at this period there was a spirit of unrest in the country, as several clerks appear to have forsaken the quiet world of literature for other spheres—thus, an assistant leaves to take up his aunt's business as a baker; others go to New Zealand and to Australia, where one 'turned carrier.'

Human nature was very much the same in 1854 as it is to-day, as 'S. R.' was 'far too clever, a Betting Cove.' Accidents also happened, as the record mentions the name of a clerk who broke his arm and died a few weeks later.

A boy who started work in 1851 made such good use of his training that he was fully qualified to go to a bank in 1855.

Some imported assistants failed to gain the confidence of their fellows or of their chronicler, as one who stayed two years, leaving in 1853, was 'a

poor German,' and another, who left in 1859, is described as 'a nasty German.'

It took sixteen months to find out that one clerk was 'a regular duffer,' and two years and a half to know that another assistant should be described as 'No good—a Blackleg.'

It is sad to relate that thirteen years' service did not qualify a clerk for a more 'honourable' mention than that of 'A disagreeable little beast.' It may or it may not have been true.

The shortest time of service recorded is that of an assistant who started on October 22, 1860, and left two days later, but who stayed long enough for our historian of the period to describe him as 'Lazy, could not stand the collar.'

In the same year another youth was in the house just a month, and a very similar note is given: 'Could not stick to collar.'

'A Foolish Irishman,' 'A very nice fellow,' 'A nice little fellow,' 'A regular duffer,' 'Turned Theatrical,' 'Gone to sea,' 'Retired by Request,' are other remarks up to 1865.

There is one entry before this date which mentions the name of William Bartram, born April 25, 1835, entered the house January 8, 1857, retired December 31, 1910. It is pleasing to note that Mr. Bartram, hale and hearty at 89 years of age, was present at the Bicentenary dinner, as were his two sons, Richard, who is Head of the Country Department, and James, of the Educational Department.

Another interesting entry informs us that Mr. C. J. Mills entered the house on January 20, 1868, served for a time as town traveller, and 'promoted to "Yankey" traveller' in November, 1875. This is the same Mr. C. J. Mills, now a partner in the New York House, who came over with Mrs. Mills

to take part in the Bicentenary celebrations. If the present chronicler had to make a note to this entry he would add 'One of nature's gentlemen.'

Though space has been given to the failings of some members of the staff of the House of Longman, it is but fair to record that the large majority have not only discharged their duties faithfully and zealously to the firm, but many have occupied important positions in various societies in the neighbourhood in which they have resided.

It has also been the privilege of several members of the staff to serve as Directors of the Booksellers' Provident Institution and on the Committee of the Booksellers' Provident Retreat.

The senior assistant in the house to-day, Mr. W. A. Kelk, came in on January 3, 1882, and is now the head of the Publishing Department, the same department in which he started as a boy fresh from school.

It is impossible to mention all the names recorded in the list, but in recalling the time since 1889, a period of thirty-four years, one is reminded of several former members of the staff, now passed away, who were also known to others outside the House of Longman.

At the beginning of this period Mr. Reuben Ling was head of the Publishing Department. He entered the house in 1855 and retired in 1902. In the 'nineties he had some trouble with one of his eyes, which did not seem to worry him very much; but he was advised to see a specialist, who informed him he had come just in time to save his life. The eye was removed at once and after a short period he recovered and returned to his old desk.

Mr. Isaac Tyler, the head of the Binding Department, was quite a character in his day. He was

for many years the custodian of the list of clerks and occasionally added a few personal remarks, but not so frequently as his predecessors had done. He entered the house in 1842, and on his retirement in 1891 was succeeded by his son-in-law, Mr. Robert Taylor, who came to the house in 1859. Mr. Taylor's chief hobby was singing. He was a member of the St. Paul's Cathedral Special Choir, and also of several Glee Clubs. Mr. William Reader, 1863-1908, a son of the partner Mr. Thomas Reader, was in charge of the Paper Department. He invented an ingenious colour-printing machine, over which he spent much valuable time, but was unable to turn it to a financial success.

Mr. W. S. Masters, 1863-1892, who came with the business of Parker, Son and Bourne, was in charge of the authors' accounts. Mr. C. Twallin, 1841-1897, who had taken the place of his father (Mr. C. Twallin, 1827-1861), looked after the accounts of the Country Department. Mr. W. Sharp, 1847-1896, was head at the counter, filling the position occupied by his uncle of the same name, 1821-1870. Mr. J. Abel, who came from Spottiswoode & Co. in 1876, was in charge of the warehouse, leaving in 1894 to take over the management of the Ship Binding Works, where his son Edgar was his first assistant and right-hand man. Edgar Abel was killed in the Great War, and his death was a great loss to the firm and to his friends. In the warehouse at this time was Mr. Isaac G. Crisp, 1872-1897, and Mr. J. Stubbs, both of whom controlled the department for a time. Mr. G. Fullick, 1872-1889, correspondence secretary to the partners before the everyday use of shorthand and the typewriter, died suddenly on his way home.

Of the travellers who represented the house in the country were Mr. H. E. Collins, noted for

his likeness to Sir Edward Clarke, K.C., and to whom the present writer owes his introduction to the house, Mr. J. Marchant and Mr. W. B. Chenery. All three had a personal charm which added dignity to the positions they occupied.

One of the younger men of whom much was expected was Mr. Bridgeman, who, joining in 1890, left in 1895 to assist in the Bombay house, but to the great regret of his many friends died of typhoid in July, 1896.

There are two members of the staff to whom one must make special reference, as both had been collecting for many years all kinds of references to the House of Longman. Mr. W. H. Peet, 1878-1916, was the head of the Advertising Department, editor of 'Notes on Books,' and assistant editor of *Longman's Magazine*. Mr. Peet was an expert in bibliographical details and was a constant contributor to *Notes and Queries*.

Mr. J. H. H. Barnard, 1889-1922, was also connected with the Advertising Department, and was known to a wide circle of friends for his work in connection with the London Sunday School Choir. His sole aim in life was to help others.

There are other colleagues who did good service in the house, but who, though retired, are still alive :

Mr. A. Brettell, 1874-1919, for many years cashier to the firm—a man much beloved, as it was his duty and pleasure to hand over to his colleagues the payments for each week or month of service ; Mr. Charles Attree, head of the Paper Department, retired in May, 1924, after fifty years' service ; Mr. W. Bartram, mentioned earlier ; Mr. H. G. Collins, son of Mr. H. E. Collins, mentioned above, head of the Foreign Department, retired in 1919 to join his sons on their farm in Sydney ; Mr. F. Bond, who was for over forty years in the Country

House ; Mr. W. B. Bogue, for many years at Paternoster Row and for eight years in Bombay ; Mr. A. W. Nott, now on the Editorial Staff of the Society for the Propagation of the Gospel ; Mr. C. Prior and Mr. F. Ford, both of whom did good work in their respective spheres. Mr. Harry Ford, now dead, a brother of Mr. Fred Ford, was also for many years in the service of the firm. A third brother, Mr. Frank Ford, was with the late Mr. William Longman as gardener at Chorleywood, Herts, and their father came into Mr. Longman's service as gamekeeper in 1854.

We cannot forget others who served for a time at Paternoster Row, but now are helping to navigate the ' Ship ' in other seas. Foremost amongst these is Mr. W. Jefferay, who came to the house when the Rivington business was transferred from Waterloo Place in 1890. He was a collector of the portraits of the authors of works which bore the Longman imprint. His collection is as unique as it is interesting. He went to the New York house in 1903 and has rendered invaluable assistance there. Mr. Robert Taylor went from the Advertising Department to Bombay in 1899 and was appointed manager in 1904. Assisting him are Mr. A. W. Barker and Mr. W. W. Edwards, both of whom made themselves popular at Paternoster Row. In Calcutta, Mr. W. E. Candy, who for a short time was in London, is in control. No assistant from the London house has been sent to the Madras branch, the firm deciding to give the control to a native, Mr. W. Duraiswami, and their expectations of his success have been more than justified.

During the great war with Germany the following members of the staff volunteered for service : E. Abel, J. A. Chalmers, G. Laskey, M. M., F. Prior, W. White, all of whom were killed ; A. Allen,

J. C. Allen, F. Atkins, W. L. Attree, W. H. Barton, J. Butler, W. R. Chick, E. J. Coombs, A. R. Cutbush, T. Elnaugh, J. Fisher, G. A. Frisby, A. Garwood, J. Grover, F. Leach, A. MacNicol, E. W. Parker, M.C., H. Payne, F. Pearce, H. L. Perkins, who lost a leg, W. J. Reynolds, A. G. Rogers, S. E. Root, A. H. Samways, G. W. Skinner, E. V. B. Smith, R. P. Tyler, A. W. P. Walker, W. C. Watts, C. G. Webster, and F. H. Wiltshire.

When the City of London called for Special Constables the following responded: W. H. Jelpke, who became a Half-Company Commander, T. G. Scarfe, Sergeant, J. F. Rolfe, Assistant Sergeant, A. L. Sherwood, A. R. Cutbush, W. J. Reynolds, F. Leach, and E. W. Hibburd. Of this number Mr. J. F. Rolfe received the Freedom of the City of London for continuous service during the war years.

Sport has not been neglected in the house, a Cricket Club and a Football Club having met with considerable success.

SUCCESSIONS AND IMPRINTS OF
THE HOUSE OF LONGMAN

SUCCESSIONS AND IMPRINTS OF THE HOUSE OF LONGMAN

- 1724 T. LONGMAN (I).
(Born 1699, died 1755.)
- 1725 J. OSBORN & T. LONGMAN.
(J. Osborn, born —; died 1734, T.
Longman's father-in-law.)
- 1734 T. LONGMAN.
- 1745 T. LONGMAN & T. SHEWELL.
- 1747 T. LONGMAN.
- 1753 T. & T. LONGMAN.
(Founder and Nephew, Thos. Longman II.)
- 1755 M. & T. LONGMAN.
(M. was for Mary, born —, died 1762,
the widow of Thos. Longman I. The
partnership was between her and her hus-
band's nephew, Thomas Longman II.)
- 1755 T. LONGMAN (II).
(Born 1731, died 1797.)
- 1794 T. N. LONGMAN (III).
(Born 1771, died 1842.)
- 1799 T. N. LONGMAN & O. REES.
(Owen Rees, born 1770, died 1837.)
- 1804 LONGMAN, HURST, REES & ORME.
(Thomas Hurst, born 1775, retired 1825,
died 1847; Cosmo Orme, born —,
became partner 1804, retired 1841, died
1859.)

- 1811 LONGMAN, HURST, REES, ORME and BROWN.
(Thomas Brown, born 1778, became partner 1811, retired 1859, died 1869.)
- 1823 LONGMAN, HURST, REES, ORME, BROWN & GREEN.
(Bevis E. Green, born 1794, became partner 1824, retired 1865, died 1869.)
- 1825 LONGMAN, REES, ORME, BROWN & GREEN.
- 1832 LONGMAN, REES, ORME, BROWN, GREEN & *LONGMAN.
(*T. Longman IV, born 1804, became partner 1832, died 1879.)
- 1838 LONGMAN, ORME, BROWN, GREEN & *LONGMANS.
(*T. Longman IV, and William Longman, born 1813, became partner 1839, died 1877.)
- 1840 LONGMAN, ORME & Co.
- 1841 LONGMAN, BROWN & Co.
LONGMAN, BROWN, GREEN & LONGMANS.
- 1856 LONGMAN, BROWN, GREEN, LONGMANS & ROBERTS.
(The first 'Longman' is only a figure-head from 1842 to 1859. Thomas Roberts, born 1810, became partner 1856, died 1865.)
- 1859 LONGMAN, GREEN, LONGMAN & ROBERTS.
- 1862 LONGMAN, GREEN, LONGMAN, ROBERTS & GREEN.
(W. E. Green, born 1833, entered the firm 1852, died 1918.)
- 1865 LONGMANS, GREEN, READER & DYER.
(Thomas Reader, born 1818, became partner 1865, retired 1889, died 1905. Robert Dyer, born 1817, became partner 1865, died 1884.)
- 1889 LONGMANS, GREEN & Co.
to (T. Norton Longman, born 1849, entered the firm 1869, became partner 1873, retired 1919.)

The Present Members of the Firm.

CHARLES J. LONGMAN.

(Entered the firm 1874, became partner 1877.)

GEORGE H. LONGMAN.

(Entered the firm 1875, became partner 1879.)

SIR HUBERT H. LONGMAN, Bart.

(Entered the firm 1880, became partner 1880.)

ROBERT G. LONGMAN

(Entered the firm 1906, became partner 1909.)

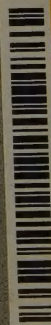
WILLIAM LONGMAN.

(Entered the firm 1906, became partner 1909.)

JOHN W. ALLEN.

(Entered the firm 1884, became partner 1918.)

Besides the above imprints there are a number of books, such as Lily's Latin Grammar and others, with the imprint 'S. Buckley and T. Longman, printers to the King's most excellent Majesty in Latin, Greek and Hebrew, *cum privilegio*.' Some of these have no locality on the title-page but London, others have Amen Corner, others Paternoster Row. The King's printing business was carried on at Amen Corner, and the books were sold there and at Paternoster Row. Buckley appears to have been interested in the King's printing business only, not in Paternoster Row. The King's printing business was carried on certainly to 1811, perhaps later.



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